

# BANK EARNS LOW-COST ONLINE CONVERSIONS

## CHALLENGE

A large bank was looking to build brand awareness of their personal financing solutions among their target audience and drive online conversions at a low CPA. They enlisted our help to utilize a variety of display advertising tactics in order to more precisely target their audience, track conversions, improve their overall advertising performance and keep the CPA below \$250.

## SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level, category contextual targeting and site retargeting. With quick learning from the campaign launch, our multivariate algorithms worked to enhance the campaign by optimizing keywords and blacklisting certain domains mid-flight to more precisely reach the target audience. The campaign was further optimized by implementing dayparting, while also making pacing and frequency capping adjustments mid-flight to maximize budget and impressions while keeping the CPA low.

## RESULTS

Through multiple tactics and post-launch optimizations, we were able to deliver a CPA of \$110, which far exceeded the advertiser's goal of \$250 CPA.

**2X+**

**CAMPAIGN  
GOALS**

CATEGORY  
**FINANCE**

CAMPAIGN  
GOAL  
**\$250 CPA**

CAMPAIGN  
RESULTS  
**\$110 CPA**