

# BANK EARNS VIDEO AND DISPLAY SUCCESS

## OVERVIEW

A local bank was looking to increase awareness among their target audience and reach as many users and screens as possible. They enlisted our help to utilize both display and video assets with the goal of achieving a .1% overall CTR.

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## SOLUTION

The team developed a strategy of search retargeting at the keyword contextual level to reach individuals in the area searching for and reading content on the web about financial topics. After launch, our multivariate algorithms worked to continually optimize the campaign mid-flight. The team adjusted keyword bids based on performance and removed poorly performing keywords. Additional optimizations included adjusting the frequency cap and recency to ensure timely and relevant delivery.

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## RESULTS

Over the four-month duration of the campaign, we delivered a .17% CTR, exceeding the performance goal.

**.17%**

OVERALL CTR

CATEGORY  
**FINANCE**

CAMPAIGN  
GOAL  
**.1% CTR**

CAMPAIGN  
LENGTH  
**4 MONTHS**