

Regional Credit Union utilizes the PrograMetrix ad tech stack to reach new potential customers and drive bottom line growth for an array of financial products

As the financial industry continues to evolve, with new products and services being introduced seemingly each month, it is imperative that local banks and credit unions have a competitive edge when it comes to online marketing. Competing with marketing budgets from global banks can be difficult, so this Regional Credit Union needed a partner to navigate the programmatic landscape and drive real, bottom-line results in a saturated industry.

PrograMetrix leveraged an array of programmatic advertising solutions to help build brand awareness of the credit union across multiple states, drive foot traffic to 13 retail locations, and increase new customer acquisition and new product sales. Through the advanced targeting of The Trade Desk platform, this Regional Credit Union was able to meet acquisition and revenue goals over the previous year.

“PrograMetrix has allowed us to reach out customers on new channels, increase account openings, and provided detailed insights and reporting that has allowed our organization to create buy-in to the importance of programmatic advertising and technology.

Director of Marketing

About PrograMetrix

PrograMetrix is a data-driven programmatic agency that helps brands improve their advertising performance through turn-key management of ad tech platforms backed with streamlined agency processes, proprietary campaign optimization techniques, and a core focus on brand-safety across Display, Mobile, Video, Digital Audio, Connected TV, Social, Native, and Paid Search channels.

Challenge

- Compete with national banks through unique programmatic solutions to differentiate brand and financial products
- Customize media plans for each product and target audience to tailor initiatives with proper creative messaging
- Drive actionable results, such as account openings and increased account deposits

Solutions

- Utilize programmatic ad tech to diversify a omnichannel digital media plan
- Activate 1st and 3rd party data solutions to hyper-target local, in market audiences
- Introduce Digital Audio and Connected TV to increase brand awareness and affinity

Results

- Exceeded new account openings across 9 unique product offerings
- Successfully assisted in the promotion of a new branch opening through hyper-local targeting and foot traffic generation
- Generated over \$20k in donations for the Wildlands Restoration Volunteers through “Do Good” philanthropic initiative

10k+

New Account Openings

9+

Product Campaigns Executed

\$20k

Raised for Non-Profit Initiative

\$20M+

New CD Account Deposits