

CASE STUDY

Bank's \$76 Cost Per Acquisition Sounds Too Good to Be True ... But It's Real



\$76
COST PER ACQUISITION

1,742
NEW CHECKING ACCOUNTS

CHALLENGE

A large, regional bank wanted to engage new prospects across a tri-state region by using digital ads as part of an omnichannel marketing strategy.

SOLUTION

Vericast shares both real-time interest (within the last seven days) and longer-term trending behavior (over the previous 12 months) to deliver better results. Proprietary predictive data revealed high-potential customers with in-market signals showing the consumer's intent to purchase, which were then connected to devices in a known household. We engaged those customers with Display Ads, Solo Direct Mail and Direct Mail Inserts by targeted neighborhoods. Channel relevancy was validated and provided the true impact for digital campaign response lift.

RESULTS

Digital ads successfully extended the frequency and reach to consumers and reinforced the direct mail campaign.

Vericast was also able to attribute digital delivery to a physical household and identify the “halo effect” regardless of where the account was opened. The campaign yielded 1,742 new checking accounts, but the stand out success was the cost per acquisition — \$76 — significantly below industry benchmarks.

Vericast Products Used:

Display Ads

Direct Mail

Digital Marketing

Many variables impact campaign success. The information is contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant a particular level of success with a campaign.

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Learn more about how Vericast can help you predict consumer intent and motivate consumers to purchase, across multiple media channels. Email us at contact@vericast.com