



Digital Marketing Campaign

Digital Checking Account Launch

27
Locations

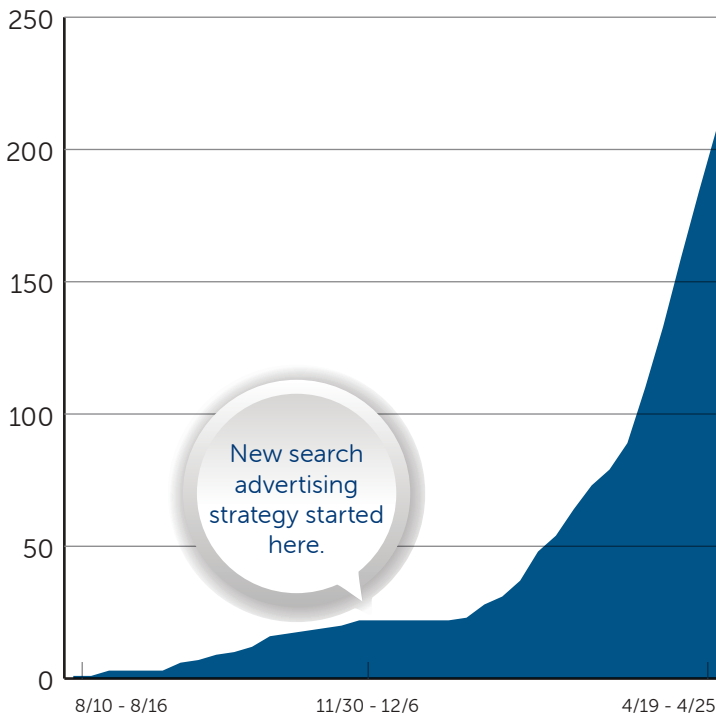
\$630
Million in assets

6,100+
App Downloads
Dec. 1, 2017 -
March 30, 2019

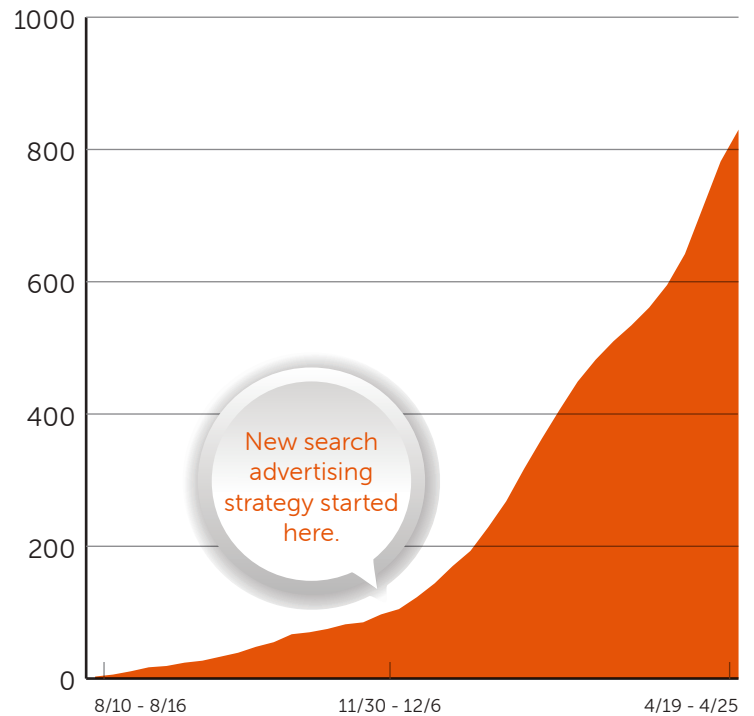
Over 1,300
Users
Dec. 1, 2017 -
March 30, 2019

Performance Statistics

Total New Accounts Funded



Applications Passing Credit Check



Acquiring new deposits is the main goal of the campaign. A shift in strategy and targeting took the campaign to another level in terms of getting more accounts funded.

We initially encountered a high number of low quality leads. After we optimized our ads and the clients tweaked the software, we saw more applicants passing the credit check.



How We Did It



EMAIL CAMPAIGN



LANDING PAGE



FACEBOOK ADS



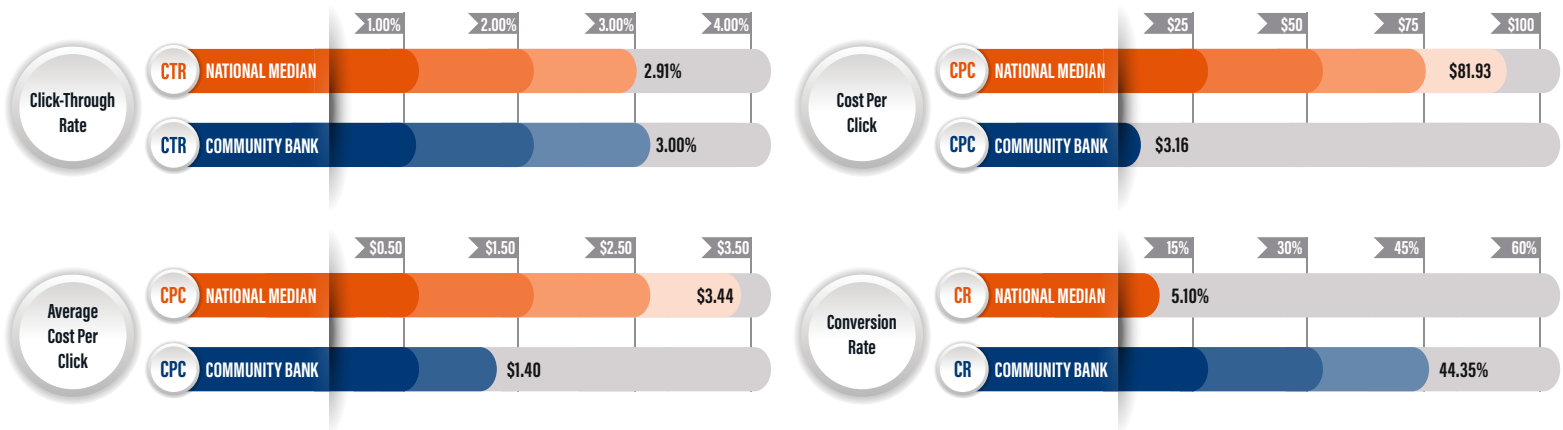
SEARCH ADS



DISPLAY ADS



ANALYSIS REPORTING



*Statistics are from the start of the new search ad strategy beginning Nov. 30, 2018 through March 30, 2019.



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