

Facebook Campaign Increases Credit Union's Loans

Credit Union's loan and margins skyrocket with 3 month online campaign!

Client: Credit Union

Category: Financial Services

Background:

A one location Credit Union that has been in business for 60 years, has \$11 million under management and was exploring ways to make more on loans and increase applications with millennials.

Strategy:

The goal was to drive engagement and conversions by increasing awareness for the Credit Union by utilizing the Facebook News Feed carousel ads, geographically targeting Adults 18-33, college students, likely investors, and bank customers. Once a potential customer clicked on an ad, they were taken back to the website and then retargeted. Close campaign management through weekly and monthly overviews were provided, which the client was not previously receiving. It was essential that we made strong recommendations, with regular feedback and guidance for the client to ensure success.

Results:

The results have been fantastic. The campaign served 198,000 impressions from March-May. There were a total of 649 clicks on the ads and a click through rate of 0.33% which is almost 5x the national average. March through May, there were 21 more loans made than the same period in 2015 and those loans can be directly tied back to the online marketing efforts. The value of the loans made was up +700% verses the prior year and the income made on the loans was 7x greater than what was realized in 2015. The client was extremely happy and has already renewed for a 3 month fall campaign. The client was also pleased with the campaigns reporting which provided the transparency to calculate the effective ROI.