Finance Case Study

CREDIT UNION

OBJECTIVE

The campaign aimed to increase high-intent actions like phone calls, loan applications, and account openings through targeted digital engagement.

CONTEXT

CAMPAIGN LENGTH
15 months

GEOGRAPHY
Multiple locations in Southern U.S.

INVESTMENT
$207,070

SOLUTIONS
Facebook DID, Facebook, Display, Search Engine Marketing (SEM), Email, Streaming TV

RESULTS

3.9M	Impressions
$10	Cost per action
15k	Total conversions
3.5k	Phone calls

STRATEGY

To drive conversions across key financial products, a data-driven strategy was implemented with Google Tag Manager (GTM) based tracking for form fills, phone calls, and button clicks. Ongoing optimizations, including keyword updates, creative refreshes, and smart bidding, improved efficiency and aligned tactics with performance goals.

PRODUCT SELECTION

A full-funnel media mix was used to balance awareness, lead generation, and conversions. Google Search captured high-intent users, while Display and Facebook campaigns were tailored by product for more precise targeting. Streaming TV built brand trust, and Email delivered personalized communication—all working together in a cohesive digital strategy.

TC DIGITAL ADVERTISING