

Hyper-Targeted Multichannel Marketing Campaign

**Company Profile**

A Community Bank with Multiple Branches

**Industry**

Financial Services

**Location**

Illinois

**Client Since**

2014

231

New Banking Relationships

THE CHALLENGE

To quickly and efficiently increase banking relationships and new checking account holders, a regional bank sought strategic direction and implementation from AccuData Integrated Marketing for a hyper-targeted multichannel campaign.

THE SOLUTION

AccuData provided insight for audience targeting as well as strategy and direction for campaign elements and cadence. Ten-thousand homeowners, aged 28-64 with household income of \$75K or more with an interest in investing were identified and matched to their corresponding postal addresses, email addresses, and IP addresses.

A comprehensive five-week multichannel campaign was deployed to targeted individuals living within a 2-mile radius of each branch location. The campaign included targeted email sends, IP digital display advertising, device ID retargeting, and direct mail to the identified individuals.

THE RESULTS

The multichannel marketing campaign, while short in duration, produced above-average returns in both impressions and new client relationships. More than 200,000 impressions were served to individuals' identified IP addresses and more than 150,000 impressions were served to individuals' devices. In just five weeks, 231 new banking relationships were formed.

We Take Data Personally