

FINANCIAL SERVICES CLIENT LEVERAGES BIDTELLECT THROUGH THE PURCHASE FUNNEL FOR CHECKING & SAVINGS CAMPAIGN

A major financial services partner leveraged Bidtellect's platform capabilities for native display and video needs, tracking CPA, CTR, and VCR goals. Bidtellect surpassed all goals and saw a total of 393 conversions to the confirmation page of checking and savings accounts openings - completing the purchase funnel.

OBJECTIVE

CTR .25%

VCR 72%

CPA <\$60

CHALLENGES

Given the current global situation (coronavirus), Bidtellect was only able to run 1 of the 4 videos.

SOLUTIONS & TACTICS

Bidtellect's performance team made constant adjustments throughout the campaign to optimize performance: lessened spend on Sundays given its higher CPA than all other days of the week, made numerous placement blocks across all campaigns based on no conversions, low CTRs, & low VCRs (depending on tactic), and shifted some of the budget out of the consideration keyword campaign into the consideration behavioral campaign.

RESULTS

Bidtellect completed the campaign with an impressive .55% CTR and had the majority of scale driving over 2.5K clicks to the landing page. Bidtellect completed the Video Awareness campaign 18% above goal with a 90% VCR and a \$0.02 Cost per Completed View. In addition, Bidtellect saw a total of 393 conversions from the confirmation page using the conversion placement only, 142 of which were new clients. Client conversions came from various checking and saving account opening options.

.44%

CTR

90%

VCR

\$30.55

CPA