

How did a global bank use digital advertising to increase home equity loan applications in select US cities?

Goal

Increase awareness of and applications to a new home equity loan program, which offered fixed low-rate loans and easy access to personal accounts, at bank locations in more than nine markets.

Strategy

MaxPoint targeted neighborhoods that over-indexed for adults 35–64 with a household income of \$75,000+ within six to eight miles of select bank locations in nine markets.

Results

The global bank saw an increase in applications for the new home equity loan program, and the CTR was two times higher than the client benchmarks. MaxPoint's technology outperformed all others on the media plan, exceeded the client's goals, and eliminated 65% waste.

Chicago Targeted Campaign

