

# How did a global bank use digital advertising to raise awareness of a new checking account program in select US neighborhoods?

## Goal

Increase awareness of a new checking account program in US neighborhoods around the bank's locations, highlighting free local ATMs and access to local reps.

## Strategy

MaxPoint targeted neighborhoods that over-indexed for adults ages 35–64 with a household income of \$100,000+ within six to eight miles of select bank locations.

## Results

The global bank saw an increase in new checking accounts. The CTR was two times that of client benchmarks, resulting in additional campaign renewals. MaxPoint exceeded the client's campaign goals and eliminated 63% waste.

## Minneapolis Targeted Campaign

