

# Campaign Performance Funnel

Campaign

Channel

Select date range

## Performance from Lead Generation to Product Adoption

Leads

3,544

Accounts Opened

2,463

Cards Opened

1,122

Loans Approved

170

Mortgages Approved

44

Lead → Account Conversion Rate

69.5%

Account → Card Adoption Rate

45.6%

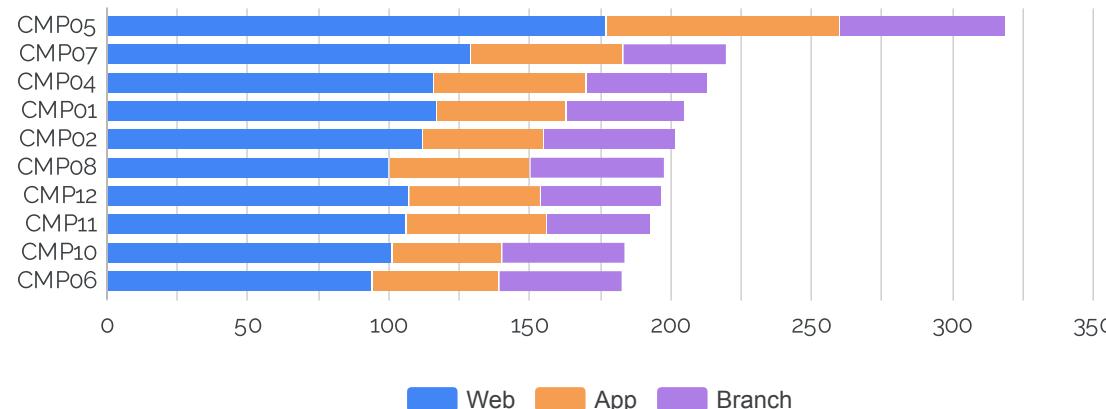
Loan Approval Rate

63.2%

Mortgage Approval Rate

57.9%

## Accounts Opened by Campaign and Channel



## Mortgages Approved by Campaign and Channel

