

Western Union

CAMPAIGN CASE STUDY

17.03%

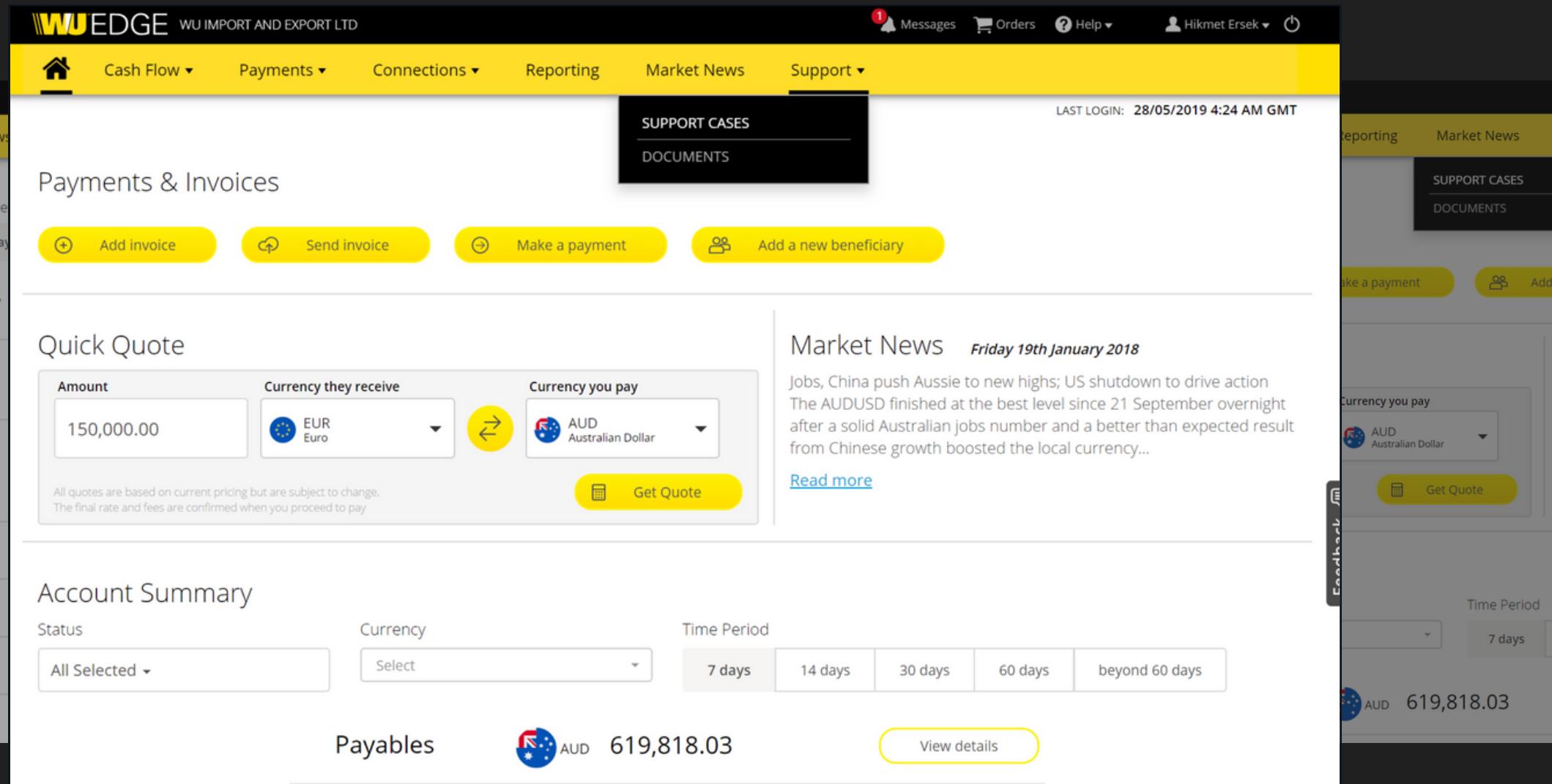
CTR

16.29%

CVR

\$3.50

CPL



The screenshot displays the Western Union Edge platform interface. At the top, the header reads "WU EDGE WU IMPORT AND EXPORT LTD". The navigation bar includes links for "Cash Flow", "Payments", "Connections", "Reporting", "Market News", and "Support". The "Support" menu is currently active, showing "SUPPORT CASES" and "DOCUMENTS". The main content area features a "Payments & Invoices" section with buttons for "Add invoice", "Send invoice", "Make a payment", and "Add a new beneficiary". Below this is a "Quick Quote" section where users can input an amount (150,000.00), currency they receive (EUR), and currency you pay (AUD). A "Get Quote" button is present. To the right, there is a "Market News" section from Friday 19th January 2018, which discusses the AUDUSD market. The bottom of the screen shows an "Account Summary" with tabs for "Payables" (AUD 619,818.03) and "View details". The sidebar on the left shows various transaction history and reporting options.

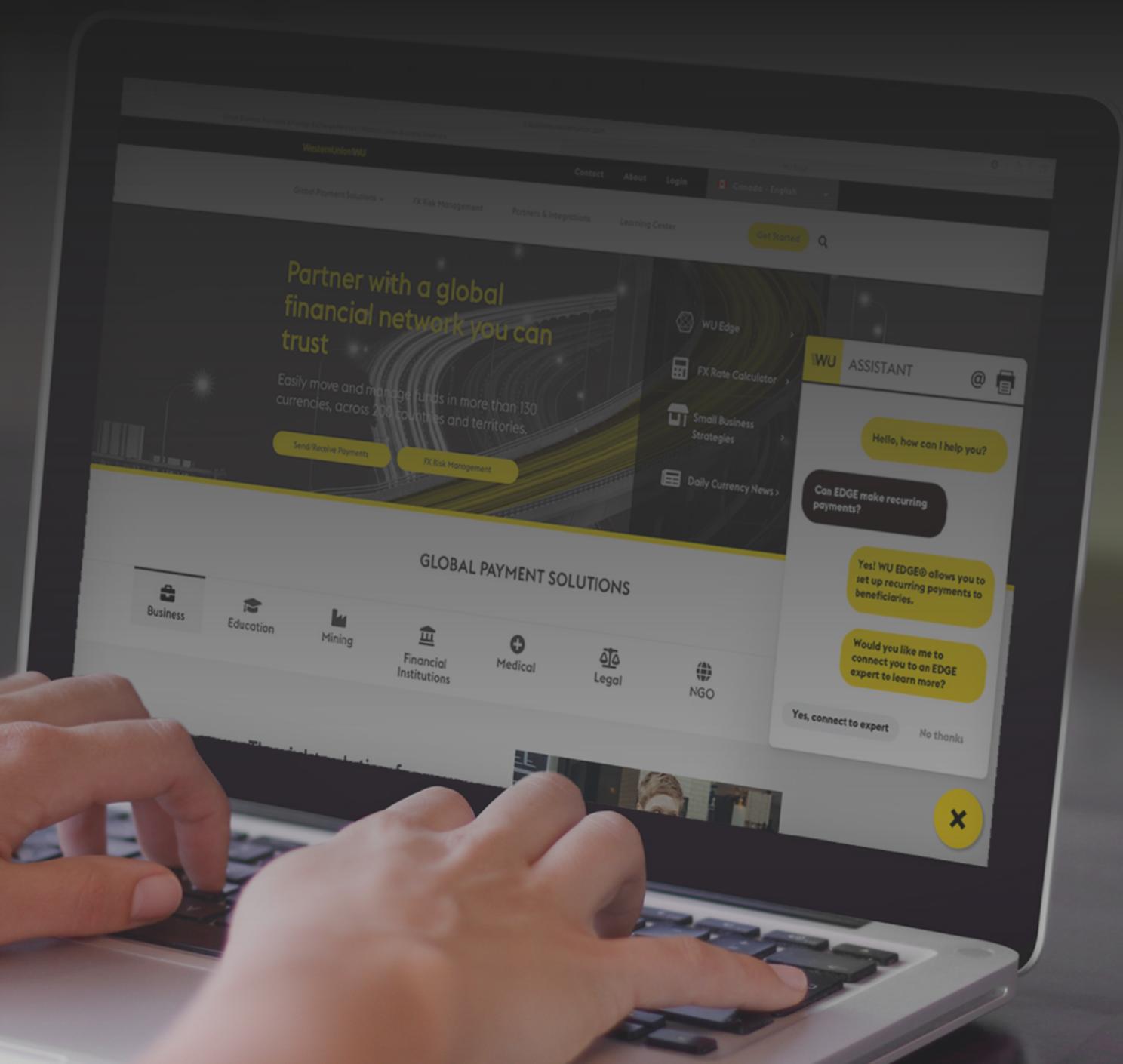


THE OPPORTUNITY

Old brand, new position

Western Union is a Fx payment platform that allows businesses to send and receive money to 200+ countries. Most Fx payment services are largely undifferentiated and compete primarily on price (lowest fees).

To accelerate growth Western Union needed to a new angle to drive new business customers in an oversaturated market with extremely high customer acquisition costs.



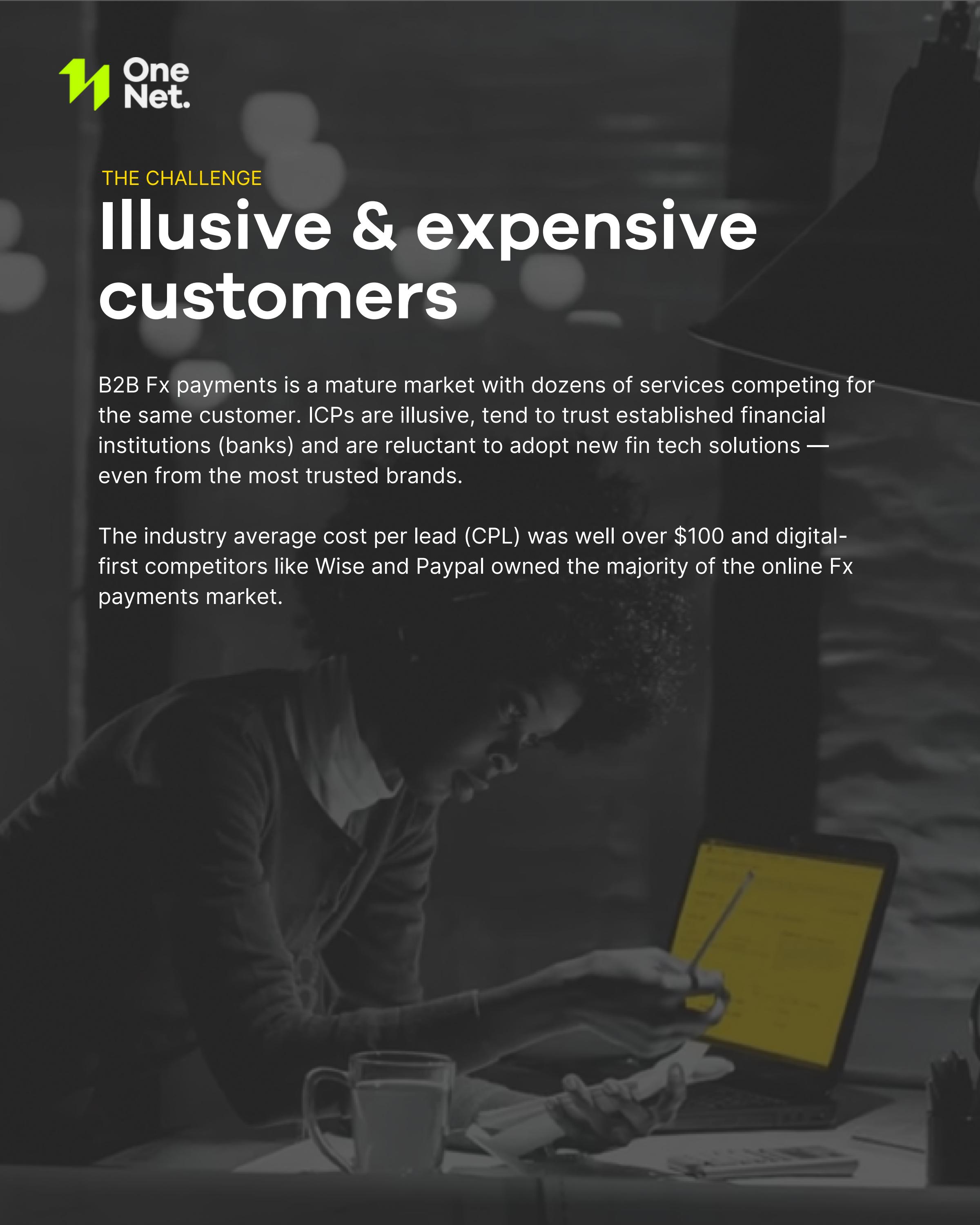


THE CHALLENGE

Illusive & expensive customers

B2B Fx payments is a mature market with dozens of services competing for the same customer. ICPs are illusive, tend to trust established financial institutions (banks) and are reluctant to adopt new fin tech solutions — even from the most trusted brands.

The industry average cost per lead (CPL) was well over \$100 and digital-first competitors like Wise and Paypal owned the majority of the online Fx payments market.



Our Strategy



**Plan for volatile
markets and help
protect your
business profits.**

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Business Solutions



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**Learn how student
behavior is shifting.**

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THE STRATEGY

Longtail & differentiation

First, we tackled activation (demand capture). We quickly set to work building out a multi-country search ads, longtail keyword lists and fresh new landing pages. Hundreds of keywords like “transfer money from US to New Zealand” and “bank to bank wire transfers usd to pounds” let our dedicated media buyers find potential customers with the highest purchase intent to keep acquisition costs down.

Next we tackled awareness (demand generation). Display campaigns to drive brand salience and generate more searches and direct visits. Rather than focusing on low fees, we designed ads that empowered business owners to take control of their Fx payments with no-fee access to online Fx strategists.





TESTING LIMITS

Landing pages for the win

Redesigned landing pages, complete with a chatbot and learning center, gave prospects confidence and increased conversion rates by 135%.

The screenshot shows the Western Union website with a dark background. At the top, there's a navigation bar with 'WesternUnion WU' on the left, a dropdown for 'United States', and a 'Sign Up' button on the right. Below the navigation, there are links for 'Home', 'Send Business Payment', and 'Currency Tools'. A large, semi-transparent overlay is centered on the page, featuring a white mobile phone icon with the 'WU ASSISTANT' logo. The phone screen displays a conversation with a yellow message bubble: 'Hello, how can I help you?'. Below this, another yellow bubble says: 'How can I lock in an exchange rate?'. A third yellow bubble contains text about 'WU® EDGE': 'With WU® EDGE you can set a forward contract to lock in your exchange rate for a period of up to 12 months.' At the bottom of the phone screen, there's a video thumbnail showing a city skyline at sunset with a play button in the center. In the background, the main website content is visible, including a currency converter from USD to GBP showing 17 EUR, and a banner for 'a FX Solutions Expert'.

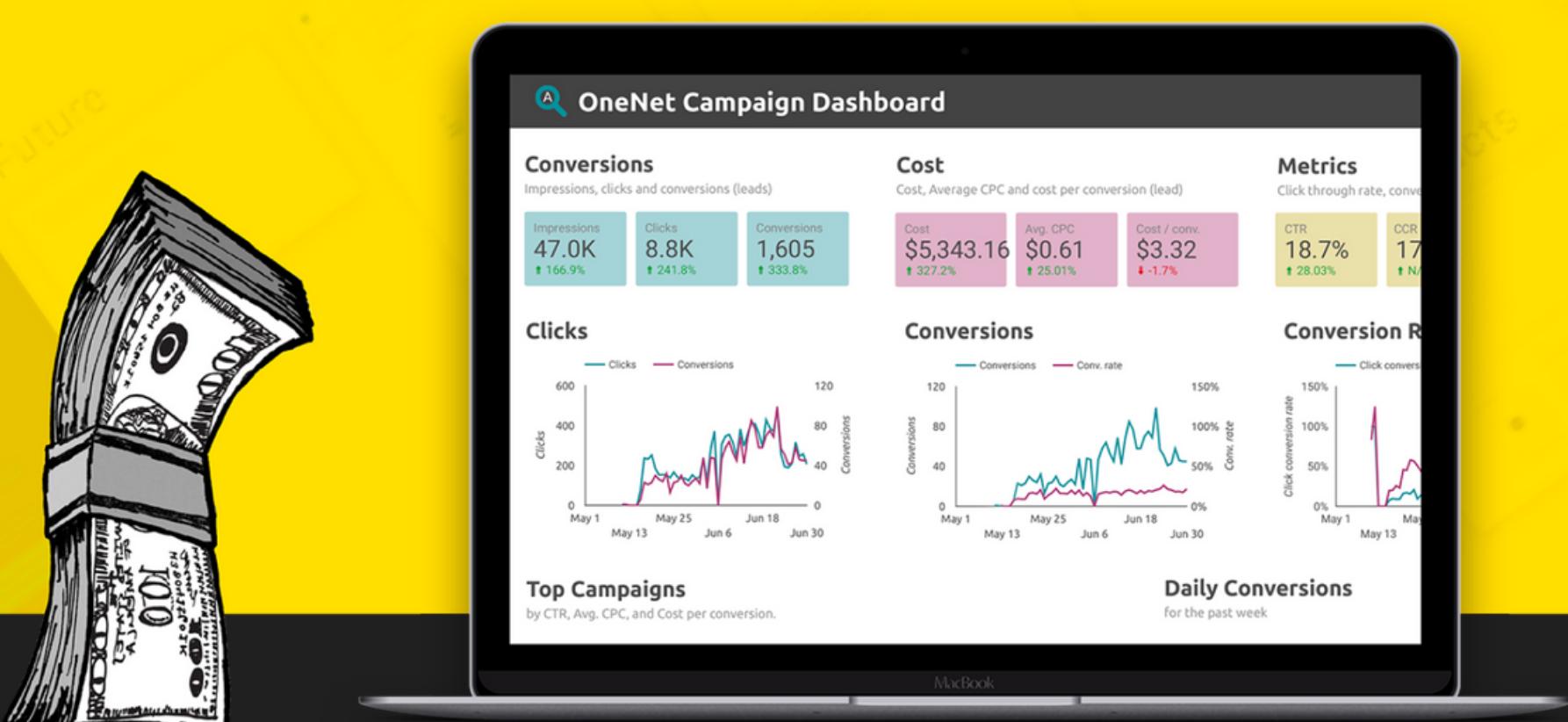
TESTING LIMITS

Help from AI

In addition to a chatbot for the landing page, we also built an internal campaign optimization AI. This AI connects to all major ad platforms, GA4, Search Console and Hotjar to learn funnel behavior and deliver actionable insights to our media buying team.

For Western Union campaigns, our optimization AI detected that most users were clicking ads from their desktop computers, then returning to complete signups from their smartphone. It also detected that users signing up from mobile devices had an LTV 1.9x higher than desktop users.

With evidence in hand, the client happily gave us additional budget to expand mobile campaigns and acquire more customers. We wrote new copy to appeal to users on the go and launched our mobile campaigns two days later. The result? — An increase in the mobile CTR by 27% and the conversion rate by 11%!





WINNING CUSTOMERS

How we stack up

WESTERN UNION

17.03%

CTR

\$0.57

CPC

16.29%

CVR

\$3.50

CPL

INDUSTRY AVERAGE

2.65%

CTR

\$3.72

CPC

7.19%

CVR

\$51.74

CPL



One vision that nets results

"The campaigns brought in more customers than we expected at a fraction of the cost that we were getting in other ways. My custom reporting dashboard lets me see the results in real-time and the entire process with One Net has been seamless. Would definitely recommend."

Robert Young, Head of Demand Generation

Let's talk

