

CASE STUDY

ADOPTION MARKETING



“The [Q2] marketing campaigns make it **easier for us to increase** our penetration in the online banking channels.”

Brandy Allen
Citizens and Northern Bank

Q2

The Problem

Financial institutions participating in Bill Pay were experiencing low adoption rates and did not have the necessary resources to promote the product.

The Goal

To increase end user awareness of Bill Pay and raise enrollments

What We Did

- Developed customized, trackable digital campaign to drive Bill Pay awareness and enrollments
- Created engaging banner ads designed to match different website designs
- Built marketing deliverables targeting end users through email and online banking channels

The Results

- FIs participating in Q2's strategic Bill Pay campaign had a **combined number of 1.2M banner ad impressions** (number of times prospective users saw the ad) resulting in an **average of 79K banner ad impressions** in the online banking channel.²
 - One FI achieved a click through rate **212% higher** than the average.²
- Participating FIs saw a **131% increase in Bill Pay enrollments in one month.**¹
- Of participating FIs, **95% experienced growth** in Bill Pay enrollments.¹
 - The highest growth of Bill Pay enrollments per financial institution was 200%.¹

¹ 20 FIs participating in the Bill Pay campaign from 7/15/14 - 8/15/14.

² 15 FIs participating in the Bill Pay campaign from 3/2/15 - 3/31/15.