

WE INCREASED WEBSITE VISITS FOR LAKE TRUST

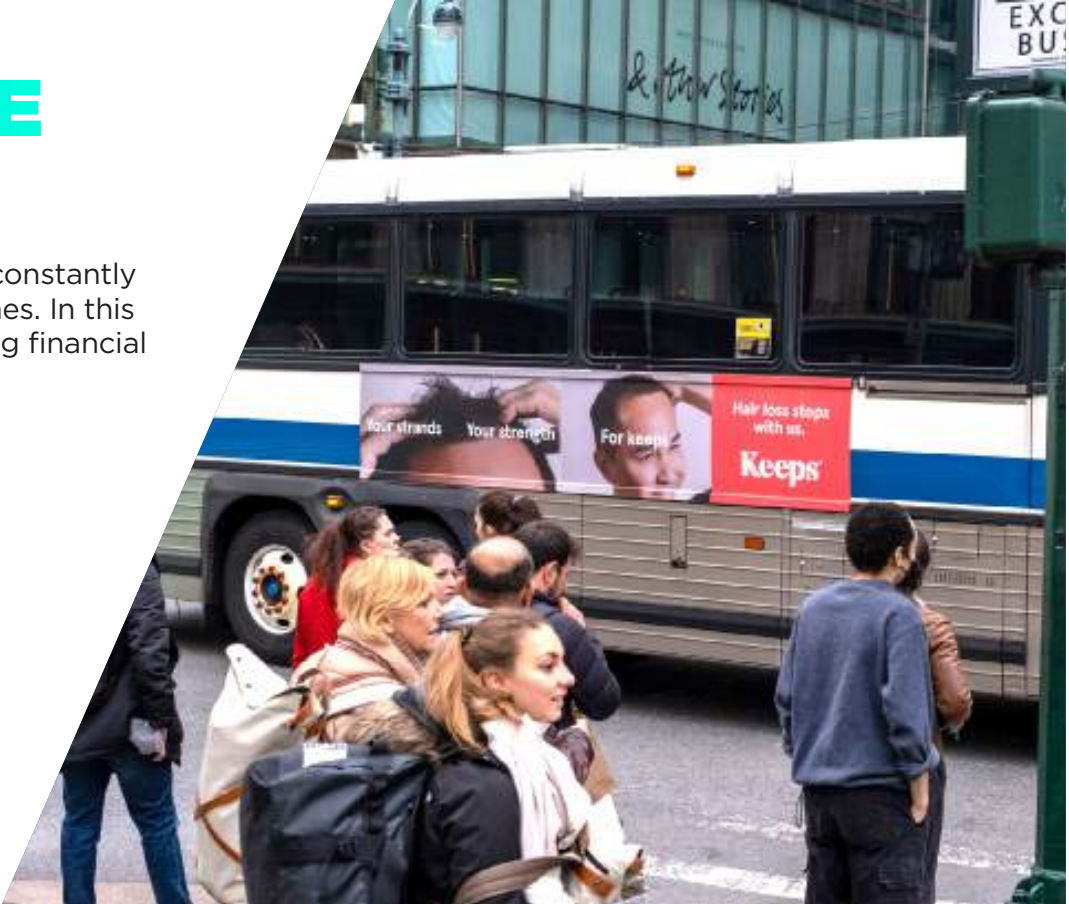
The financial services industry is highly competitive, with institutions constantly striving to attract new customers and maintain the trust of existing ones. In this challenging environment, Lake Trust Credit Union has made supporting financial wellbeing their top priority, particularly amid rising interest rates.

STRATEGY & TACTICS

- **Objective:** Their objective was to adopt a highly customized and tailored approach by engaging existing and potential customers through multiple formats.
- **Strategically Placed:** Leveraging technology to reach consumers through large-format roadside advertising and digital display ads (DDA). To enhance the approach, we re-targeted individuals who have seen the ads by using our mobile platform to capture smartphone IDs through internal view sheds. We then utilized these IDs to deliver targeted Over-the-Top (OTT) and Connected TV (CTV) advertisements, reaching these potential customers again within their homes for a more impactful engagement.
- **Client Success:** “Our objective is to share our members’ stories and showcase how Lake Trust empowers financial wellbeing for each of them. Our Out of Home mix of DDA, bulletins, and posters is blended with a broader digital presence to have a greater impact on the communities we serve..”
- Linda, Senior Vice President, Chief Marketing Officer, Lake Trust Credit Union



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



RESULTS

.35% CTR

2.3X HIGHER
THAN THE
INDUSTRY
STANDARD

10,000

WEBSITE VISITS

