

Case Study | Regional Bank

Background

IP Targeting has developed a revolutionary digital targeting tool that focuses online advertising to households based on their Internet Protocol (IP) addresses. IP Targeting integrates off-line household information with IP data to produce extraordinarily effective targeting segments, which only contain qualified prospects, delivering the most relevant online advertising to a client's true audience and increasing revenue online and off.

Business Situation

IP Targeting's client, a regional bank located in the Southeast United States, was looking to position itself as the premier regional banking choice for personal checking options in the Southeast. The bank also sought to support efforts in growing the number of new checking accounts.

Measurable Client Results

Time on site for IP Targeting visitors was 40% higher and bounce rate was 3.5% lower than the site average. The direct mail side of the campaign generated a response rate of .61% while the IP Targeting campaign generated a 1.09% response rate. An increase overall budget by 5.83% for IP Targeting helped generate a 79% lift in overall campaign effectiveness.



On site time for targeted visitors was 40% higher



Overall budget increase by 5.83%



79% lift in overall campaign effectiveness