

Business Banking & Lending Case Study

Background

IP Targeting has developed a revolutionary marketing campaign that utilizes a digital targeting tool. It focuses online advertising to specific businesses based on their Internet Protocol (IP) addresses. IP Targeting integrates off-line business information with IP data to produce extraordinarily effective targeting segments. It contains only qualified prospects, delivering the most relevant online advertising to your true audience. IP Marketing campaigns are created by IP Targeting and used in conjunction with direct mail campaigns and lead prospect lists to increase revenues for banks, both online and off.

Business Situation

IP Targeting's client, a regional bank located in the Midwest US, was looking to position itself as the premier business banking and commercial lending choice for businesses in the Midwest. This bank also sought to support their current efforts of commercial loan prospecting with this IP Marketing program.

Solution

IP Targeting was able to source the IP addresses of business prospects this bank was working to target and convert while creating a targeted IP Marketing campaign that was completely trackable and could help pinpoint ROI on new customer acquisition. Business prospects for commercial lending and business banking who received custom IP targeted ads were 32% more likely to apply for a loan or account.

Measurable Client Results

Time on website for IP Marketing-targeted visitors was 41% higher, accompanied by a 2.9% lower bounce rate than the website average. The direct mail portion of the campaign generated a .58% response rate, while the IP Marketing campaign of the same prospects generated a 1.14% response rate. Additionally, with a slight marketing budget increase to account for the IP Marketing, overall campaign effectiveness was increased by 77%.

