

563 New Checking Accounts Opened in 3 Months

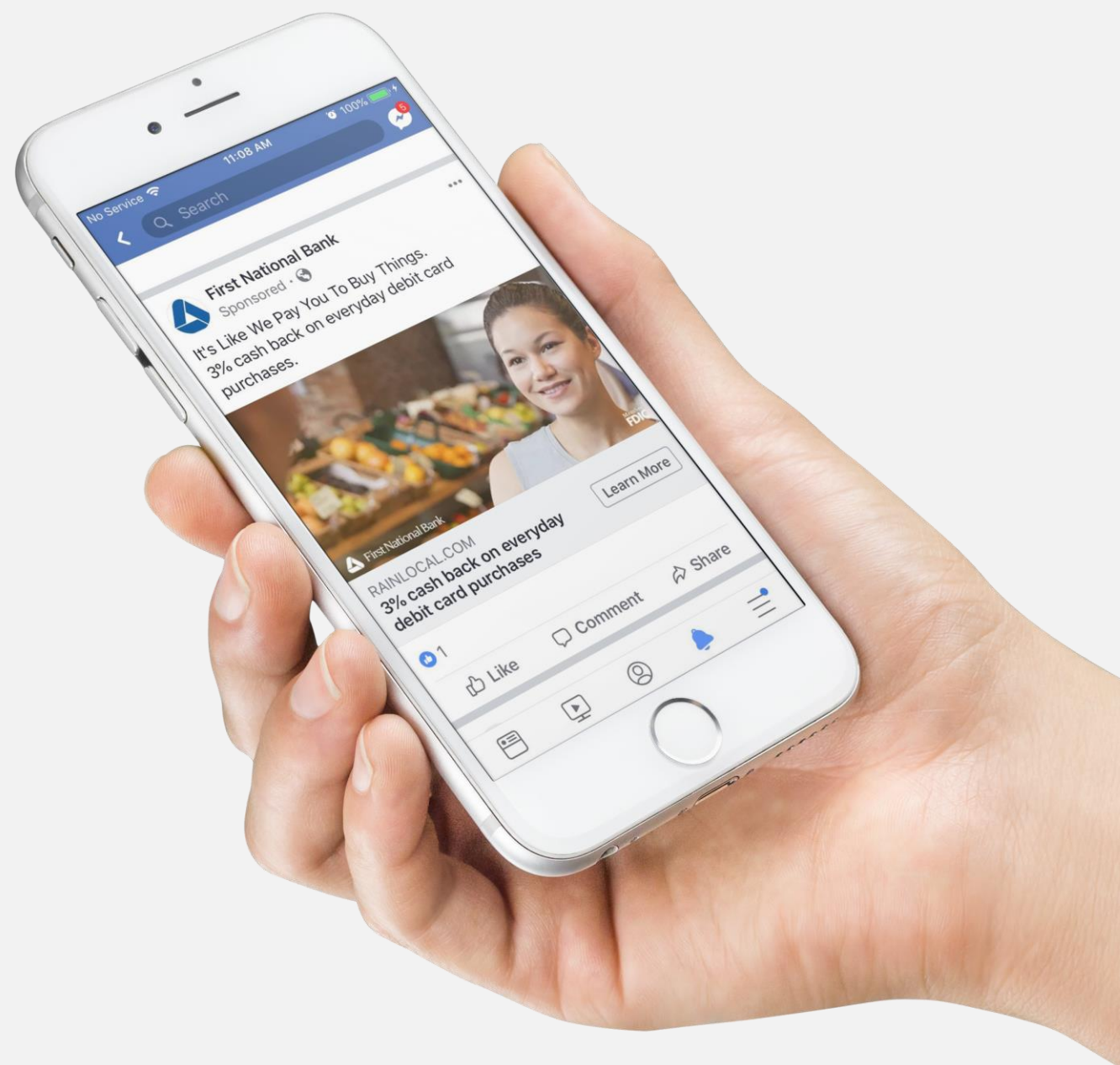
Kasasa New Markets

Goal

The overall goal was to reach 465 new checking accounts in 3 months.

Process

RAIN targeted neighborhoods that have a large amount of new residents moving in. RAIN worked with third-party data providers to target the demographic most likely to open a new bank account. Distribution was focused on social media, news, weather, and sports apps to ensure a wide coverage.



Campaign Metrics

MONTH ONE

0.67% CTR

34 DIRECTIONS

19 CALLS

MONTH TWO

0.80% CTR

115 DIRECTIONS

35 CALLS

MONTH THREE

1.22% CTR

355 DIRECTIONS

72 CALLS

Result

The campaign performed extremely well, with numbers increasing month over month. 563 new checking accounts were opened in 3 months.

From month one to month two, the click-through-rate increased by 18%. The click through rate for month three exceeded expectations, with a CTR increase of 42%.

