

720%+ ROI

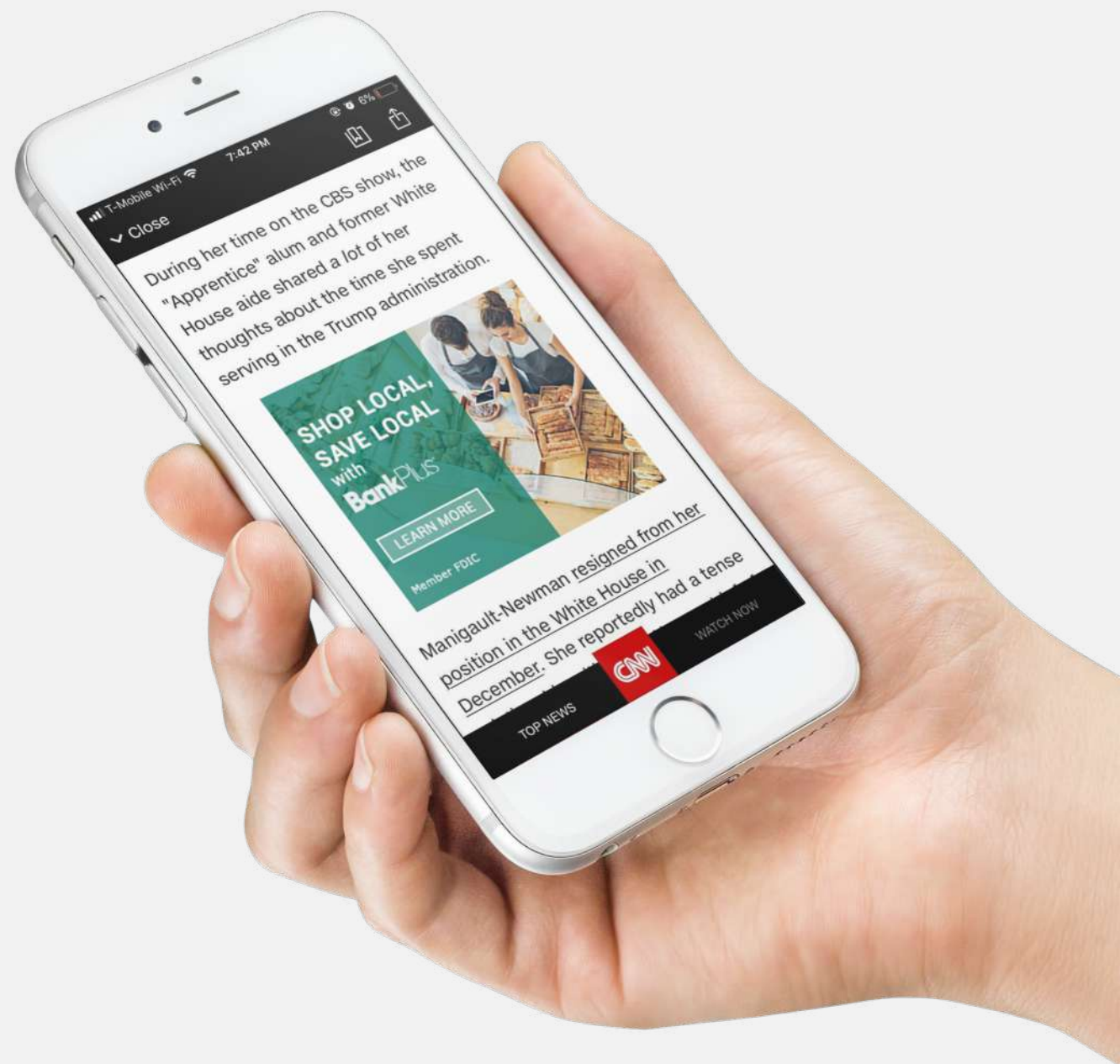
Bazing ValuePlus Month 1

Goal

Cross-sell existing clients and encourage them to sign-up for a Bazing ValuePlus account.

Process

RAIN utilized first party data to target existing clients across all mobile platforms. RAIN also tested multiple creative assets with different offers. The Fulfillment Team analyzed the results in real time and focused on the best performing apps, offers, and creative.



Campaign Metrics



353K VIEWS

OVER 1 MONTH



5.4K CLICKS

DUE TO PRIME PLACEMENT



1.54% CTR

0.35% INDUSTRY AVERAGE

Result

Within 30 days of working with RAIN, BankPlus saw a 43% lift in their average new accounts month over month. These new clients and deposits resulted in an ROI of over 720%.

