

# Huntsville Saw a 370% Increase in Commercial Loan Size

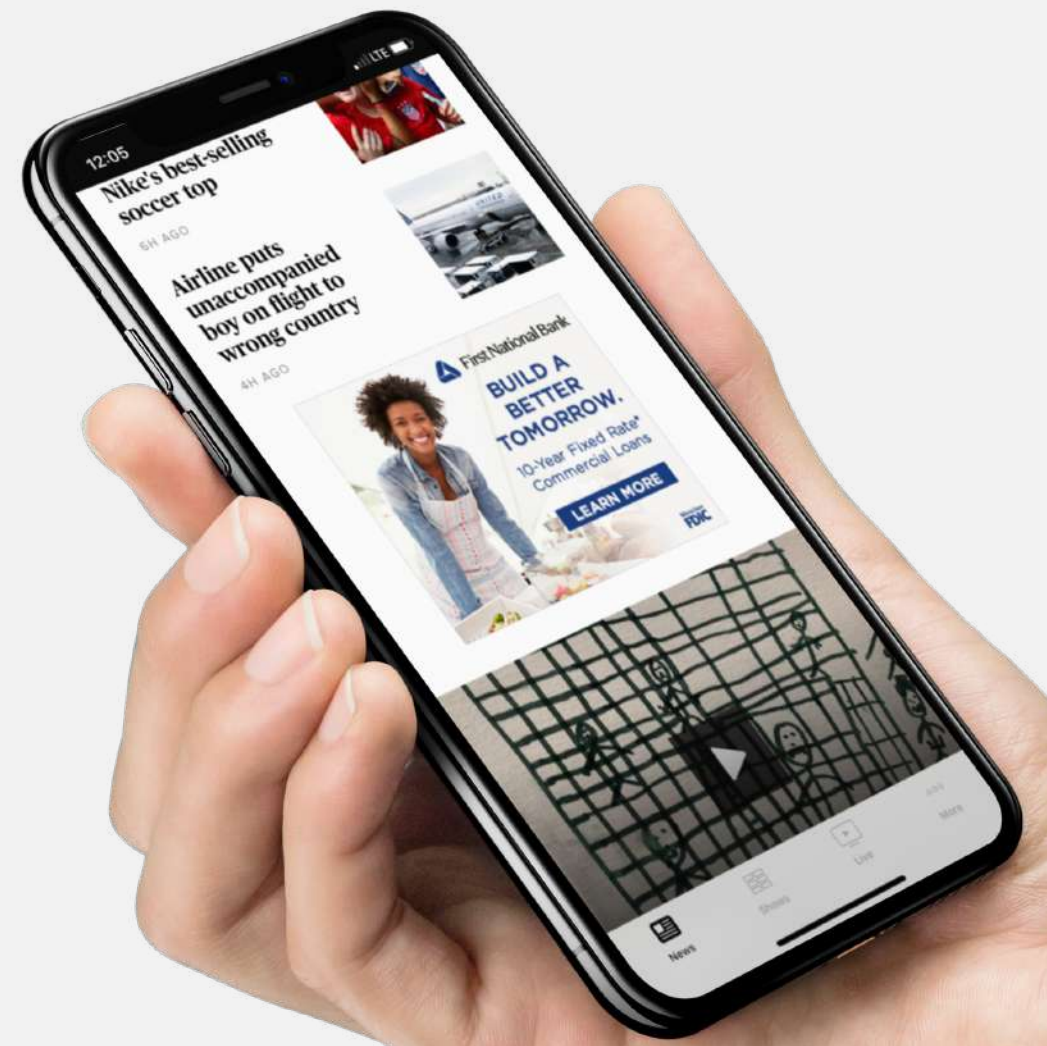
## Commercial Loans

### Goal

Use remarketing lists to target all potential clients who showed interest in applying for commercial loans during the first month of the campaign. Increase the average loan size at the Huntsville branch — a highly competitive market.

### Process

RAIN used ads with the highest click-through rates on top-performing apps. For this target market, these apps included Business Insider, The Wall Street Journal, Forbes, Facebook and Instagram.



## Campaign Metrics



**548K VIEWS**

OVER 3 MONTHS



**7K CLICKS**

DUE TO PRIME PLACEMENT



**1.30% CTR**

0.35% INDUSTRY AVERAGE

### Result

In just three months of working with RAIN, commercial lending in the Huntsville branch vastly outperformed the first four months of 2018. Average loan size increased 370%, from \$132,798 to \$611,690.

Huntsville lenders extended 378% more funding to commercial clients during the three-month campaign period than in the previous four months. With this campaign, RAIN's results exceeded the bank's original projections for this period by 30%.

