

A trusted financial institution that focuses on delivering a host of reliable products to businesses came to Digital Pointes to raise awareness of their solutions and increase brand presence in new regional markets.

We used insights for over 250 hyper local competitive banking institutions to execute a bi-modal approach via digital marketing and direct mail to power the campaign by increasing local engagement and generate more business interest to identify banking customers in a regional footprint.



Operating in a highly-competitive industry, the company needed to distinguish itself from competitors by raising awareness of its brand in local markets and build relationships.



Over 6 weeks, we achieved an 11.8% CTR (compared to a 0.23% average) and a 75% landing page conversion rate.