

# Bank gains 20 new home loan customers per month from Device ID campaign



**INDUSTRY**  
Financial Services

**PRODUCT**  
Home Loans

**ADVERTISING SOLUTION**  
Display & Device ID

**CAMPAIGN LENGTH**  
Six Months

## Objective

The client's aim was to target real estate intenders in need of a housing loan and offer mortgage opportunities.

## Challenge

The bank saw a reduction in new customers as COVID-19 kept people indoors. The challenge was to raise awareness about closing cost discounts the client was promoting, while also driving foot traffic into the bank for loan consultations.

## Solution

We recommended Dominant Blend Display product for an awareness campaign, ensuring ads would be served to a granularly targeted audience on the most relevant websites. We also recommended Device ID targeting for a direct response strategy to drive foot traffic into the bank.

## Results

The Display campaign delivered in full each month over the six-month campaign, driving awareness and new visitors to the website. Point of Interest (POI) Attribution reports showed an average of 20 visitors per month as a direct result of the Device ID campaign!

## Key Findings

This client was able to leverage the six-month look back period of Device ID to geographically target intenders at strategic locations that had been closed for months due to COVID-19.