

Case Study | Regional Bank

SNipER

The Background

Bird Dog Digital Marketing is home to a revolutionary digital advertising tool that focuses on serving online ads to households by targeting through the Internet Protocol (IP) addresses. Through this direct household targeting, Bird Dog takes away any and all fraud associated with online ad targeting, producing extraordinarily effective targeting segments that contain only qualified prospects. What this does is deliver the most precise targeted advertising to a client's selected audience.



SNipER

The Challenge

Bird Dog's client, a regional bank located in the Southeast United States, was looking to position itself as the premier regional banking choice for personal checking options in the Southeast. The bank also sought to support efforts in growing the number of new checking accounts.

Bird Dog's Approach

After completing a discovery process with the client, Bird Dog decided to launch a SNipER campaign that would complement a targeted direct mail program. We built a one month SNipER Campaign in selected regional areas to a targeted segment of the bank's direct mail list. The campaign was centered around new checking or business account acquisitions driven to a vanity URL that was created for the campaign and installed with Google Analytics for tracking purposes.

Performance

- Time on site for SNipER visitors was 40% higher
- Bounce rate for SNipER visitors was 3.5% lower than the site average visitor
- The direct mail generated a response rate of .61%
- The SNipER campaign generated a 1.09% response rate
- An increase overall budget by 5.83% for SNipER helped generate a 79% lift in overall campaign effectiveness

About Bird Dog Digital Marketing

Bird Dog is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The Bird Dog system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, largely eliminating ad fraud. With a 95% or greater confidence level, Bird Dog is the premier choice for digital advertising. For more information, visit BirdDogDigitalMarketing.com.