DEFINING NEW CUSTOMERS WITH REDEFINED DIGITAL MARKETING

THE CHALLENGE
FALLING BEHIND WITH NEW LEADS

In a highly competitive mortgage market, a ready source of new customers is essential for business growth. And generating new leads is a must for success. So exceptional digital marketing that maximizes mortgage acquisitions and cross-selling is key, especially as more customers look for mortgage options online vs. in-person at a bank. For UBI Banca, Italy’s fourth-largest commercial bank, this was proving to be a challenge. New mortgage leads were dependent on telephone inquiries, aggregator websites and inbound traffic to call back forms or web chat services. And the results weren’t producing, with the bank generating only a handful of leads per day. So when they came to us, we made it our goal to position them as the first Italian bank to truly embrace a holistic digital marketing program.

HOW WE HELPED
CREATING CONTENT WITH CUSTOMERS IN MIND

Together, we determined that generating more leads meant engaging potential customers with the right content at the right moment on the right channel. So we defined and implemented a digital marketing strategy and business case from the bottom up. We built a Center of Digital Excellence to manage the bank’s marketing from end to end. And supported a mortgage marketing campaign to push the bank’s interactions across all digital channels.

We created a content factory to generate engaging, relevant mortgage content for the bank’s website and developed a long-term strategy to boost organic web traffic using SEO-friendly content and keywords. We enhanced website performance and reputation by placing content driving to the mortgage landing page on relevant sites. And by making sure that the site itself wasn’t being penalized in Google searches due to technical issues or poor experience. We then helped UBI capture detailed web analytics to monitor how customers were responding, and analyzed and optimized every single step to take their marketing to a new level.

THE RESULT
TAILORED DIGITAL LEADS TO NEW CUSTOMERS

Average lead generation costs are down by two-thirds – now lower than competitor benchmarks. Web and mobile conversion rates have shot up to 4.0% and 3.4% respectively. Organic web traffic to the bank’s mortgage pages is up by nearly 25%. Weekly average hits on their call back page are up by an extraordinary 214%. Web analytics are reaching new heights with richer customer data, helping further tailor their personalized experience. And the standout figure: the bank is now generating eight times as many leads from when the program began. This means customers are more informed about the bank’s mortgage offerings and what they’re looking for is now easier to find. That’s a marketing success that speaks for itself.