Real-time market insights and results measurement empowered one regional bank’s online affiliate to exceed its new deposit goal by 200 percent in just six months.

Austin Williams’ customized approach provided up-to-the-minute data that enabled the bank to pivot accordingly, remain competitive, and drive a positive ROI. Custom tracking code—a pixel that identifies every visitor starting an application—allowed us to track each one through the conversion funnel and:

- Measure the cost per dollar deposited by marketing channel, creative, geography, and more.
- More accurately measure the impact of digital awareness mediums, such as video and display—even if the user never clicked on that ad.

With this level of ROI measurement, our marketing strategists could:

- **Refine the marketing channel allocation** to account for channels that were “assisting” in a conversion (and not previously getting credit for contributing to the conversion).
- **Set up multitiered geographic targeting** zones based on expected deposit ROI.
- **Optimize ad scheduling** based on day of week and time of day.

Analyzing ROI based on such specific criteria—rather than more common KPIs such as cost per acquisition—resulted in greater optimization and insights. For example, we discovered that paid media drove:

- **Account acquisition more efficiently** on the weekend.
- **Greater returns, i.e., actual deposits more efficiently** on weekdays.

As a result of our robust ROI analysis, we optimized media strategy and spend to focus on driving new online deposits, generating close to $400M in six months—nearly twice our client’s goal.

Want to see what Austin Williams’ digital marketing ROI audit can do for your institution? [Contact us.]