

# How First Commonwealth Bank Attracted Over 5,000 New Deposit Accounts With No Extra Ad Spend In 1 Year With Alpharank.

## Challenge:

First Commonwealth Bank, an \$11 billion institution, had the necessary digital infrastructure for online services but lacked the knowledge to fully utilize digital banking opportunities. The institution faced obstacles in aligning the product and marketing teams, struggling to expand digital channels effectively.

To compete in a modern environment, First Commonwealth Bank needed to deliver a seamless user experience that rivaled retail giants like Amazon. However, without granular visibility into their digital funnel, they were essentially "flying blind."

## The Solution: Using 7+ Billion Events to Increase Growth

First Commonwealth Bank established a strategic partnership with Alpharank to gain the transparency and data needed to drive growth. By integrating Alpharank's data insights, the bank achieved:

### Optimized Spend:

Precision targeting and messaging strategy resulted in improved ad performance.

### Agency Accountability:


Direct visibility into how third-party agencies were managing the bank's resources beyond vanity metrics.

### Strategic Alignment:

A unified "source of truth" that bridged the gap between marketing spend and tangible ROI value.

## The Results: Scaling Without Physical Branches

The impact was immediate and transformative. Within a year, the bank successfully opened over **5,000 new deposit accounts** through digital channels, a volume equivalent to the output of **20 traditional branches**.

 It has been a game-changer to establish that one-to-one relationship between ad spend and the bank's value. **"The data we obtain from the Alpharank portal helps me maintain agencies' accountability, serving as an invaluable tool in managing the bank's resources."** "It's better to know and then be able to take corrective action than just keep flying blindly."



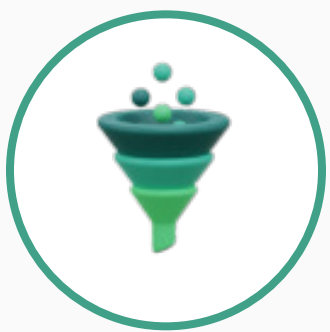
**Larissa Murphy**

VP Advertising and Content Manager  
First Commonwealth Bank

# Online Branch Intelligence System

 Grow Online Business by **50%+ In Months.**

Alpharank's model trains on **7+ billion transactions** from **200+ peer financial institutions**, optimizing your full funnel results.



## Curb Funnel Abandonment

- Find & Remove Bottlenecks
- Locate High Friction Questions
- Maximize Approved Applications



## Improve Lead Quality

- Identify Top Traffic Sources
- Diagnose Problem Sources
- Reduce Low-Value Applicants



## Maximize Dollar Production

- Uncover Value Drivers
- Identify Your Winning Campaigns
- Ditch Underperforming Campaigns

Installs in seconds. +50% increase in booked dollars in 6 months.  
Immediate ROI without increase in ad spend.

