

CASE STUDY

Driving Online and Offline Traffic for a Local Bank

How a strategic SEM campaign increased website traffic and new leads.

Campaign Quick Facts

406K

Impressions
Delivered

36.7K

Clicks

23K

New Users
to Website

9.04%

CTR



Here's What Our Client Has to Say

Working with the team at Q1Media over the past year on our digital marketing has been such a breath of fresh air. Not only are they incredibly knowledgeable, but they are also willing to share that knowledge with us... I can't tell you how valuable that is for a team like ours that wears many different hats... It truly feels like they are an extension of our team, with our success being their number one focus. Over the last year, we have experienced a 70% growth in website traffic, but better yet, we have won more clients due to the partnership with Q1Media. We are so grateful!

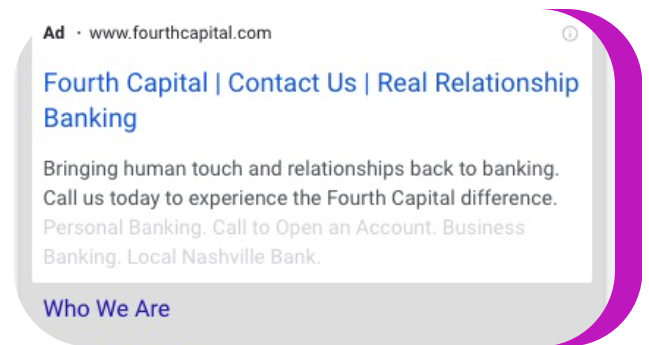


About the Client

Fourth Capital Bank is a full-service bank based in Nashville, TN, offering a range of products and services for both individuals and businesses.

The Campaign Goal

Ramp up brand awareness in Nashville, increasing website visits and foot traffic to local branches. Additionally, to generate more opportunities to connect directly with potential new customers via phone calls.



Sample Creative

Strategy

Before building out the SEM campaign, Q1Media conducted initial research for insight into the client's target audience, the services and products they searched for, and the geographic areas they live and work in. With the client's goals in mind, Q1Media leveraged expanded search ads and call extensions to direct online inquiries to the client's website and generate phone calls. This gave the Fourth Capital team the opportunity to speak with potential leads. Additionally, linking the ads to online forms increased engagement and resulted in a lift in conversions.

The campaign lasted 13 months. During this period, Q1Media worked closely with the client to review performance regularly and make strategic optimizations to meet and surpass the agreed-upon KPIs. One tactic that yielded strong results was optimizing the best-performing ad copy throughout the campaign.

Results + Success

The campaign concluded with **36,718 clicks to the client's website and 23,000 new users visiting the site**. The campaign exceeded the Google Ads CTR benchmark for Financial services **by almost 3x** with a **9.04% CTR**. Additionally, the search campaign exceeded the **16,000 booked clicks** by an additional **20,718 clicks**, which totaled **\$29K in added value to the client**.

The campaign also generated **250 calls with a call duration of 30 seconds or more**. Employees also noticed the impact, with one stating, "We have a delightful trend of clients walking in because they found us online when searching local banks."