Q1Media

CASE STUDY

Meeting Future Members Where Their Financial Journey Begins

How a multi-channel digital strategy strengthened engagement and supported a record-breaking year of growth for a credit union.

Campaign Quick Facts

2.03M
Impressions Delivered

22K
Total Clicks

11.7%
Google Ads CTR

3.4X
Above Industry Benchmarks

Here's What Our Client Has to Say

Partnering with Q1 has been one of the best strategic decisions we have made in the past five years. The results speak for themselves, and it has been rewarding to see our investment translate into campaign success and measurable bottom-line growth.

Mike Gutshall | President + CEO



About the Client

Heritage Valley Federal Credit Union is a member-focused financial institution serving its local community with banking and lending solutions in York County, PA.

The Campaign Goals

Increase brand awareness, attract new members, and drive demand for home equity and auto loans in a competitive lending market. Heritage Valley Federal Credit Union also wanted to expand its digital reach, connect with younger audiences, and strengthen engagement with prospective members throughout their financial decision-making journey.

Strategy

A coordinated, multi-channel digital strategy connected Heritage Valley Federal Credit Union with prospective members at different stages of their financial journey, expanding reach while strengthening engagement across key audiences.

Google Search Ads captured high-intent consumers actively researching banking and lending options, while Meta video, banners, and retargeting campaigns increased awareness and re-engaged interested audiences. Programmatic display extended reach among consumers in the home equity loan market.

The addition of TikTok video advertising also introduced a new opportunity to connect with younger audiences, expand the credit union's digital presence, and build awareness among potential future members.

Results + Success

In six months, the campaign generated **over 2 million impressions** and **22,242 clicks**, delivering strong engagement across multiple digital channels. Google Ads achieved an **11.7% CTR**, **performing 3.4 times above financial services industry benchmark**. Meta campaigns also delivered strong results, with retargeting generating a **1.97% CTR, video reaching 1.78%, and banners achieving 1.57%,** each exceeding the cited Meta industry benchmark.

Alongside these campaign results, Heritage Valley Federal Credit Union reported its **strongest revenue growth in over 25 years**. The ongoing partnership and coordinated digital strategy continues to support the credit union's broader growth objectives.