

# Leading California Credit Union Crushes Auto Refinance Campaign Goals



Search Engine Marketing Case Study

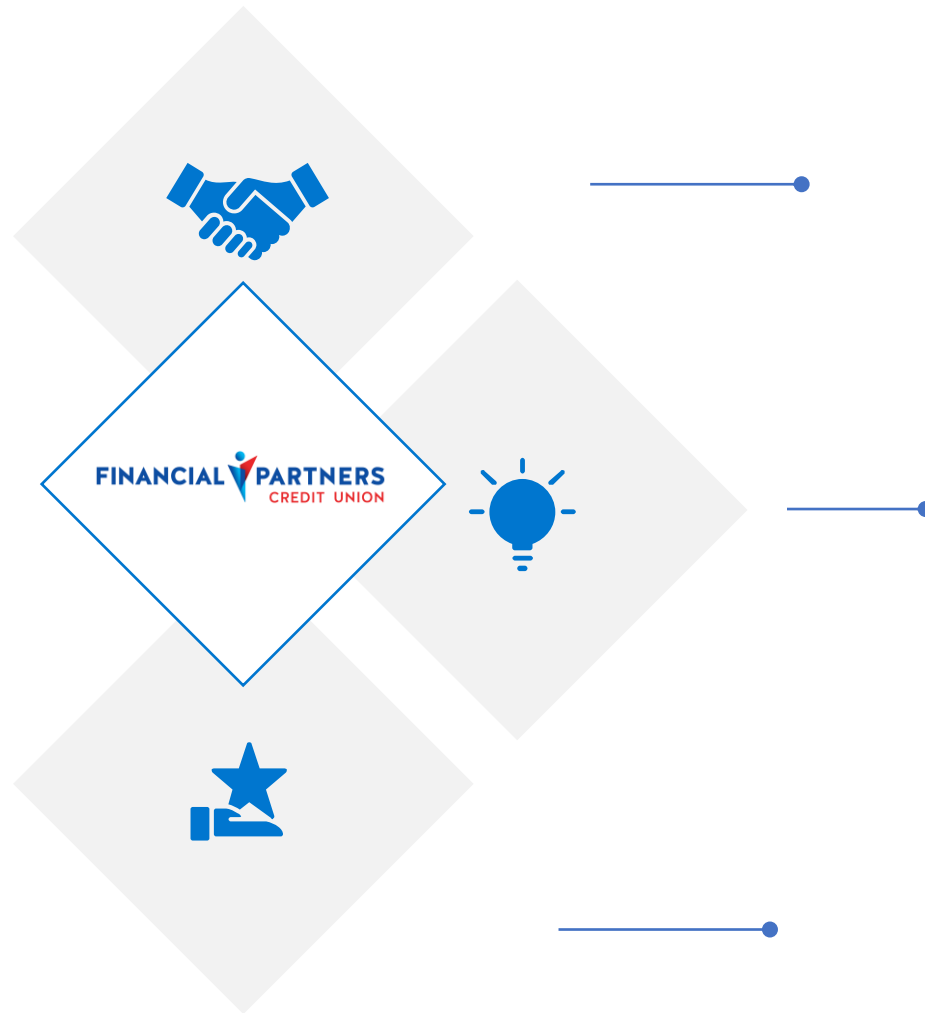


digital  
consulting



# Financial Partners Credit Union

## CASE STUDY



## About Financial Partners Credit Union

For more than eighty years, Financial Partners Credit Union (FPCU) has provided banking services to Californians. They have over \$1.7 billion in assets, more than 85,000 members, and branches across California, from South San Francisco to San Diego.

## Opportunity for FPCU

FPCU wanted to focus on selling more Auto Refinance loans because it hits consumer lending and new membership goals. They also had a unique offer: Get \$200 when you refinance your auto loan.

## HBT Digital's Solution

HBT Digital used Google Ads to drive "Search" traffic to an FPCU landing page. HBT targeted specific credit union locations, and focused on driving conversions (people contacting FPCU for the offer).

# Digital Marketing Outcome



*"HBT Digital Consulting has been pivotal in helping implement our credit union's digital strategy. RJ consistently delivers materials in an efficient manner and is reactive to any last minute campaign changes. We appreciate his consistent communication, including his monthly recap of all ongoing campaigns, his thoughtfully laid out strategies for future efforts and quick response rate to questions, especially as our time together has been entirely remote." Andres E., Financial Partners Credit Union*

## Creative

Desktop

Ad · promos.fpcu.org/creditunion/autorefinance ▾

**Refinance Your Auto Loan | Special Promotion - Get \$200**

Join Financial Partners Credit Union, a Member Owned Credit Union in California! Option of No Payments for 90 Days. Terms Up To 84 Months Available To Keep Payments Low. More Than 80,000 Members. Not-For-Profit. 30k Surcharge-Free ATMs. 5,000 Shared Branches. Service catalog: Checking Accounts, Credit Cards, Home Loans, New & Used Vehicle Loans, HELOC,...

<b>Checking Accounts</b> Access Anytime Through Digital Banking	<b>New &amp; Used Auto Loans</b> No Payments for 90 Days Loan Process Can Be Handled Online
<b>Home Loans</b> Close On Your Home In Just 15 Days	<b>Credit Cards</b> No Annual Fees Earn Rewards w/ Everyday Purchases

## Top Highlights

**\$111.48**

Cost per Conversion

**25 conversions**

Google Search Ad Leads

## Keyword Examples

- "auto refinance"
- "refinance car"
- "refinance my car loan"
- "refinance car loan credit union"

## Google Ad Performance



- 6,707 impressions
- 440 clicks
- \$6.56 avg cost per click
- 25 conversions
- \$111.48 cost per conversion