

Leading California Credit Union Crushes Auto Refinance Campaign Goals

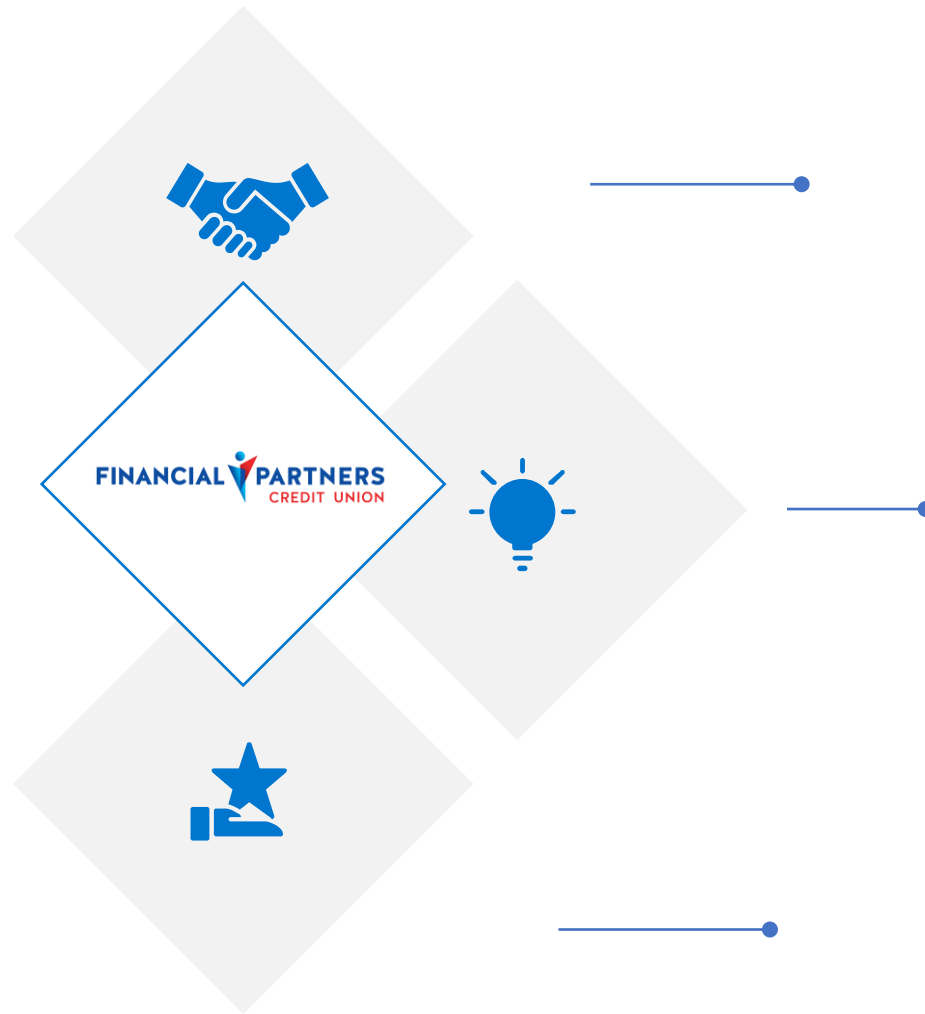


Search Engine Marketing Case Study



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

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,...

Checking Accounts Access Anytime Through Digital Banking	New & Used Auto Loans No Payments for 90 Days Loan Process Can Be Handled Online
Home Loans Close On Your Home In Just 15 Days	Credit Cards 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