

# CALIFORNIA CREDIT UNION LAUNCHES SUCCESSFUL NEW MEMBERSHIP DRIVE

Search Engine Marketing Case Study

FINANCIAL PARTNERS CREDIT UNION  
Downey Since 1937



- **Client:** Financial Partners Credit Union
- **Industry:** Banking Services

## Financial Partners Credit Union

### 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 improve cash deposits by driving in new members to the Credit Union. They had a unique promotion: Chance to win \$3,000 when you open a new checking or savings account.

### 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).

### Impact at a glance

↑ **\$211.50**  
Cost per Conversion

↑ **9**  
Conversions  
(Google Search Ad)

↑ **7,946**  
impressions

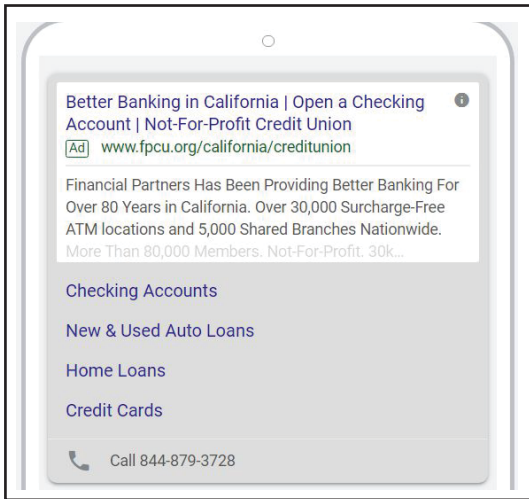
↑ **446**  
Clicks

↑ **\$4.27**  
avg cost per click

↑ **2%**  
conversion rate



# Creative



## Keyword Examples



## TESTIMONIAL

"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



RJ Huebert  
Owner and Managing Principal

CONTACT HBT DIGITAL AND INCREASE  
YOUR LEADS AND SALES TODAY!

GET STARTED

