



PPC Case Study

Arizona State Credit Union

About Arizona State Credit Union

Arizona State Credit Union is a local financial cooperative committed to meeting members' needs with enhanced services and community outreach programs. With \$1.7 billion in assets and more than 133,000 members, the Credit Union supports Arizona communities with a full line of financial products and services available online and at 21 statewide locations.



One State Of Mind

Arizona State Credit Union Realizes 118% Increase in Conversions in 5 Months with AdVision Marketing

Arizona State Credit Union knew the internet was a powerful place for lead generation, but didn't know a good way to go about getting business from online sources. They knew they had options and set out to find the best fit for their needs. The company turned to AdVision Marketing and Pay Per Click to create a space for their services to get found online. But they didn't just want to get found, they wanted to get found by the right audience.



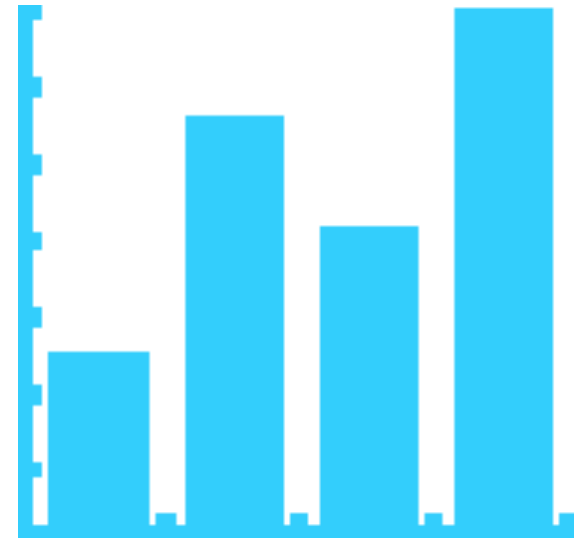
118%
Increase in Conversions
Within 5 months



Creating a New Space for Arizona State Credit Union

Arizona State Credit Union was used to practicing traditional outbound marketing techniques, but found that it was no longer bringing them the success it once did. They knew they had to try something new.

ASCU knew that getting online was the way to go. They began to research their options. They knew building a custom landing page was the best way to reach their potential customers and have better success in getting them to convert. Their vision was to create a landing page for people who were searching for mortgages. Then the potential customer would fill out a form and get a call within 30 seconds from one of ASCU's expert advisors.



Discovering AdVision and PPC

After searching online for solutions to ASCU's leading problems, they discovered AdVision Marketing. After meeting the AdVision team, they knew it was a good fit.

AdVision knew that that they could successfully drive traffic to the landing page through paid search. The next steps were to:

- ✓ Identify industry relevant keywords
- ✓ Drive relevant traffic to the site/landing page
- ✓ Increase regional awareness
- ✓ Increase online presence



“AdVision helped us craft and execute a winning PPC strategy. Their expertise and dedication to our success has made all the difference.”



Kristen Castillo
Member Experience
Arizona State Credit Union

Step 1:
PPC Research



Keyword Research:

Focus on the following keywords:

- +Mortgages
- +Home +Loan
- Mortgage Rates
- Credit Union Mortgage



Campaign Build-Out

Multiple Campaigns were built in order to:

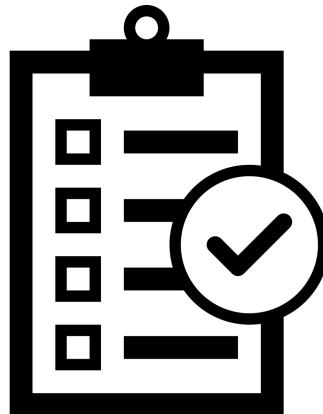
- ✓ Allow for allocation of budget to the campaigns that performed the best
- ✓ Have more flexibility in refining and optimizing on a granular level
- ✓ Easily show which campaigns had the best ROI

Campaigns were centered around the following keywords:

- Home Equity
- Heloc
- Home Loans
- Mortgages
- FTNB



Step 2:
Ongoing Management



Refining and Optimization

Arizona State Credit Union had tremendous success with driving paid search traffic to their landing page.

Paid Search shed light on their sales process and how they could make improvements internally.

AdVision manages ASCU's account daily and applies PPC management software to aid in the process. Hand built algorithms are also used to assist in producing the best results possible.

A screenshot of the Arizona State Credit Union landing page. The page features a dark blue header with the ASCU logo and the phone number 855-505-HOME. The main content area has a background image of a desert landscape with red rock formations. The text on the page reads: "Responding at 'WOW!' speed. Since 1951. Let us show you why over 133,000 Arizonans choose us for their financial needs." Below this is a "Get Started Now" button and a form with fields for Property Value, Desired Loan Amount, City, Name *, Phone Number *, and Email *. A "REQUEST A CALLBACK" button is at the bottom of the form.

Arizona State Credit Union

855-505-HOME
Call Us Toll Free, from 8am-9pm MST

Responding at "WOW!" speed. Since 1951.
Let us show you why over 133,000 Arizonans choose us for their financial needs.

Get Started Now
Tell us a little about your home purchase or refinance needs. Our Lending Specialists will begin helping you today.

Property Value

Desired Loan Amount

City

Name *

Phone Number *

Email *

REQUEST A CALLBACK

Step 3:
Proven Results



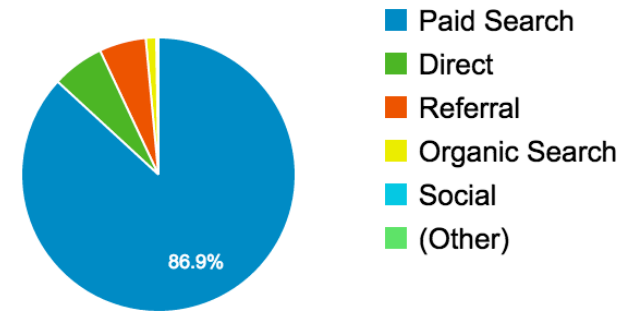
Since working with AdVision:

- Paid search accounts for 86.9% of all traffic in the last 5 months

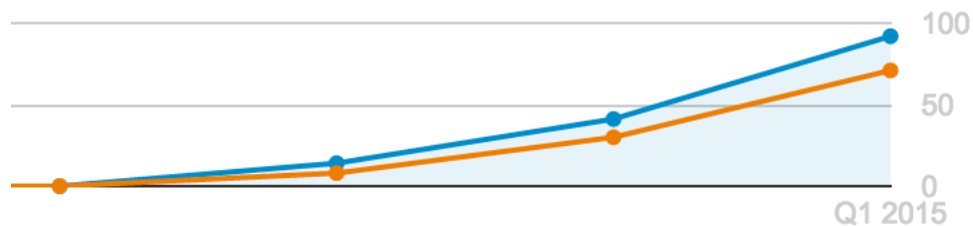
Nov 1st to March 31st:

- Conversion volume- Increased 118%
- Cost Per Acquisition- Down 14.59%
 - Averaging \$56 CPA
- Conversion Rate- Up 2.44% change of 55.29%

Top Channels

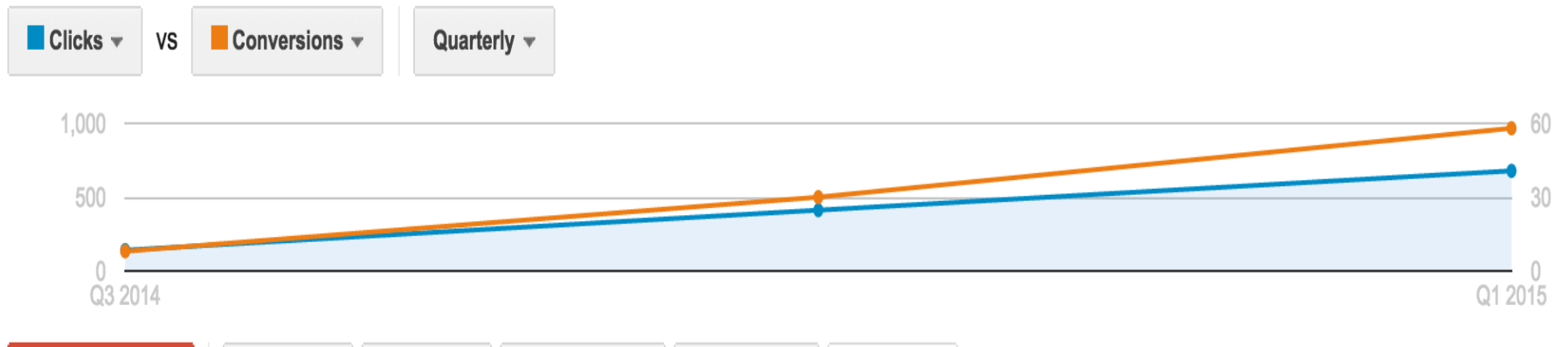


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Arizona State Credit Union experienced a **118%** increase in conversion volume over a 5 month period

Time Since Optimization	Impressions	# of Clicks	Conversions
Month 2 - Nov	22,299	117	7.87
Month 3 - Dec	26,838	142	9.56
Month 4 - Jan	51,306	414	27.86
Month 5 - Feb	42,549	251	16.90
Month 6 – March	42,879	255	17.16



Going Forward

Through PPC and ongoing refinement and optimization, AdVision increased conversion volume by **118%** in a 5 month period. Arizona State Credit Union now has a home online and with AdVisions' guidance, will continue to be ahead of the curve.



One State Of Mind



Thank you for your time.

We know it's valuable, and we appreciate
you spending yours with us.



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