

COURTING MOBILE CUSTOMERS

How mobile strategy and tactics helped our fintech client meet many of their customers where they already were

CLIENT

◇ Financial services provider specializing in online bill-paying; 45 billers nationwide in the energy industry

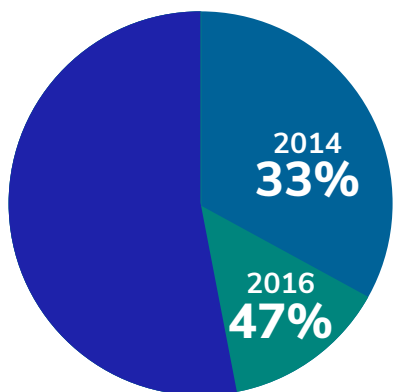
CHALLENGE

◇ Extending the client's advertising presence to the devices many customers were already using

SOLUTION

◇ Adding mobile to the advertising mix and managing the ads with our usual attention to detail

OUTCOMES



AMERICANS WHO HAVE PAID A BILL ON MOBILE

30.3%

OF TOTAL CONVERSIONS

30.1%

OF TOTAL REVENUE

THE RIGHT FIT

We determined that mobile would probably be a strong ad channel for our client because of its existing presence in their industry. According to research conducted by the Pew Charitable Trusts, by the end of 2014, one-third of U.S. adults had used a mobile device to pay a bill. By the end of 2016, 47% of Americans reported using their mobile phones for payment processing.

STARTING SMALL, THEN OPTIMIZING

We introduced ads using Google Calls and Bing Calls in Q2 of 2014, and both channels performed consistently well. We targeted specific geographic areas to match the client's biller locations and eliminate wasted spend. We also added mobile-specific keywords and calls to action, and managed bids for mobile ads independently of desktop ads.

GROWING CONVERSIONS & REVENUE

The client consistently increased their investment in mobile for the next few years. In 2017, their investment grew significantly, leading to significantly greater gains. By the end of 2017, mobile ads were responsible for more than 30% of total conversions and total revenue.