Bank Independent

BANK INDEPENDENT®

Digital Display – Responsive Rich Media and
Extended Reach

Bank Independent has seen growth over the last few years, however, they wanted to take advantage of the audience on AL.com. Upon partnering with Alabama Media Group, Bank Independent saw a need to increase brand awareness in new markets while continuing to grow in current areas. They wanted to display both a branding message and promote their CD rates.

Key Campaign Objectives

Increase brand awareness
Drive more demand users to website
Break into new markets and expand current reach

Digital Display

The digital awareness campaign starts with sending Bank Independent's message to a strategically designed target audience of entrepreneurs and business decision makers. These users are targeted with display ads on AL.com to get in front of new users where Bank Independent has newly opened locations in Huntsville, Athens and Decatur. Paired with Responsive Rich Media ads that expose the user to video, users were then re-messaged with display ads on the extended network.

To define our entrepreneur & business decision maker audience, we take into account:

- Exclusive, first-party data (information collected by AL.com and affiliates that looks at what a user is reading, commenting on, and where they are located)
- We combine this with third-party data (information from outside data sources such as purchase behavior, household income, employment, etc.)

ALABAMA MEDIA GROUP
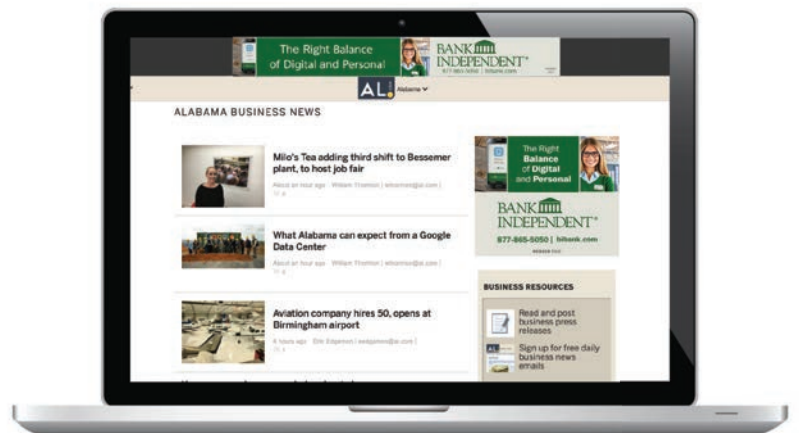
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Results

Through constant monitoring, ongoing campaign optimization, and regular face-to-face meetings to discuss campaign performance and evolving short-term and long-term goals, Alabama Media Group was able to achieve the following within a six-month period:

Campaign Highlights:

4,365 highly targeted website visits from our campaign

4,327,225 impressions

8,222 hours of exposure

71,877 interactions with their ads

New users up 3% compared to previous years' time period

Bounce rate decreased by 12% compared to previous years' time period

Direct traffic up 23% compared to previous year

Display traffic up 40% compared to previous year