


Columbia Bank

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# EASY-LUMBIA

OTT x Social x Retargeting



# THE CHALLENGE

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Columbia Bank, the largest regional bank in NJ, needed a sophisticated solution to drive mortgage applications while increasing brand awareness.

# STRATEGY



We set out to show off Columbia Bank's easy pre-approvals, record low rates, and personal community service in one cohesive campaign.

The campaign was amplified piggybacking on the rise of CTV and social media usage. We utilized several tactics to drive consideration and intent by using advanced audience targeting on CTV's, Social Apps, and Retargeting.

The results exceeded even our expectations.

# THE RESULTS.



## +95%

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increase in unique pageviews of mortgage landing pages compared to prior period.

## +327%

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campaign improvement from start to finish. Significantly outperformed the Financial Services benchmark of 0.56% CTR, optimized to a 3.12% CTR