



## Case Study

For credit unions with closed charters, it's essential to precisely target campaigns to qualified customers to avoid wasted ad spend. The BA Group partnered with Choozle to scale their digital advertising acquisition strategy for new customers who fit the credit union's defined Field of Membership (FOM) by using highly-targeted digital advertising tactics.

### The Objective

- Generate qualified leads at an efficient cost-per-acquisition (CPA)
- Reduce wasted ad spend by employing highly-accurate audience targeting
- Gain and maintain knowledge of programmatic advertising strategies and tactics

### The Solution

These member-only credit unions have historically focused on direct marketing and trade press advertising in order to promote their services to their target demographic and FOM, trade unions like pipefitters, and carpenters. To test the effectiveness of digital advertising, the BA Group translated their direct mail strategy into a digital advertising strategy.

By leveraging CRM Onboarding and other targeting tactics within their digital advertising campaigns, The BA Group was able to target potential customers who fit the credit union's FOM with accuracy. Their digital advertising campaigns have consistently outperformed their offline equivalents in terms of new website visitors and CPA. In a recent campaign, Choozle drove an 886 percent increase in new website visitors and achieved a 0.754% click-through rate (CTR).

As a result of this success, digital advertising has become an integral part of The BA Group's strategy for their clients in the financial services industry.

*"Digital marketing for the member-only credit unions is still in its infancy, and it's important for us as an agency to grasp every opportunity that might provide us with a competitive advantage. CRM Onboarding has given us lower CPAs for our clients, and allowed us to compete and thrive in a competitive space."***-Terrill Herbig, The BA Group**

### Key Results

**866%**  
increase in new  
website visitors

**0.754%**  
CTR

**Lowered**  
**CPMs**  
by 2x with  
CRM onboarding