

CreditBox.com

Problem

How does CreditBox become the go-to loan solution for customers?

Solution

By utilizing eco posters in specific area zip codes.

Background

The unadvertised brand CreditBox.com intended to become a widely known and activated loan solution for customers' holidays, emergencies and other life-style related uses. That success would be measured by visits, applications and interactions with the CreditBox.com website and its inbound and outbound channels during Q4 2018.

Objective

The intent of the "What's in the box" CreditBox out of home campaign was to create brand awareness and drive potential customers from the Chicagoland area to visit and/or apply for a loan at CreditBox.com.

Strategy

Inventory units were chosen that indexed high for the demo, ideally above 110 and with specific geographic targets. The proposal called for 30 Eco posters 11/5 - 12/2 and 30 new locations 12/3 - 12/30/19 to maximize reach, frequency, and override. We added the mobile component 12/10 - 1/13/19 to serve ads within .5 mile radius of eco posters, Metra Lines and re-target within target zips.

Plan Details

Markets: Chicago

Flight Dates: November 2018 - December 2018

OOH Formats: Eco Posters - 10,054, 152 impressions, Metra Interior Car Cards - 1,236,408 impressions, Mobile - 1,035,595 impressions

Budget: \$10,000 and over

Target Audience: Male and Female, HHI \$50k - \$150k



Results

The “What’s in the box” CreditBox campaign included a substantial OOH strategy comprised of 60 plus billboards throughout the Chicago area. In order to track the effectiveness of the billboard campaign, the area surrounding specific billboards was geo-fenced. When a potential customer passed a CreditBox billboard they would receive a mobile banner ad based on demographic targeting. This led to 2,272 clicks to CreditBox.com and a click-thru-rate of 0.22%. That’s 0.15% higher than the national average click-thru rate of 0.07%.

Overall, CreditBox.com saw a 128.47% increase in Chicago based web users when comparing Q4 2018 to Q4 2017. A large portion of those users became aware of CreditBox due to out of home solutions.

