

HSBC – Delivering 10%+ conversion

Task

HSBC is one of the world's largest banking and financial services organizations.

Campaign Objective: Drive performance and enable the users to submit inquiries through a lead form.

Advance Account & Premiere Account – two different products each with its own KPIs

Approach

Classified the audience on basis of demographics, income and spending capacity.

Identified intent through Programmatic, Search, EDM and Social marketing. Used DMPs to target high intent audience and gather 1st party data, including affinity and recent only behavior.

Result

Raised awareness across UAE

Delivered an avg CTR of 1.63%.

Delivered high quality leads with a conversion rate above 10%

