

ING PIT STOP

CASE STUDY

THE CLIENT

ING Wholesale Banking is a global financial services company with a wide array of banking, insurance and asset management services in over 50 countries.

THE BRIEF

A financial services company has a responsibility to always be accurate, transparent and visible, in order to gain consumers' trust. But at the same time, the company needs awareness, like any other of our clients. So, ING Wholesale Banking asked us to generate awareness on the Romanian wholesale banking market. They also wanted to increase the number of subscribers to the ING's newsletter, in order to expand the bank's contacts data base.

THE PROJECT

People working in the financial world, clients of financial companies or people interested in economy need accurate and relevant information fast. We chose to create a landing page that would eventually become the go-to source of information for all potential ING customers interested in the European financial markets, while keeping an eye on the end goal: increasing ING's database.

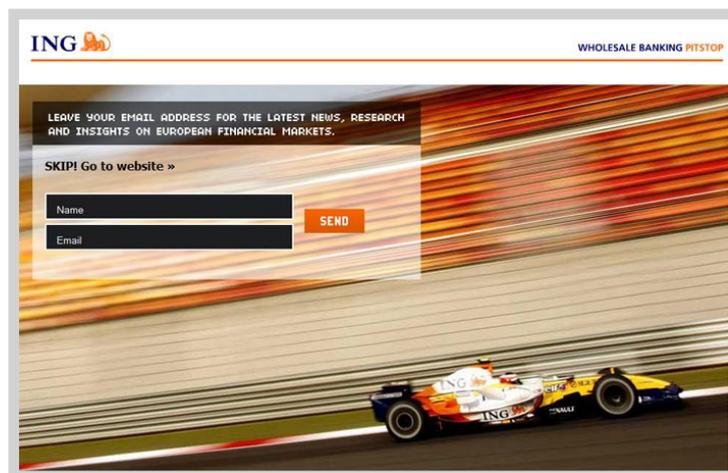
In order to identify the best performing landing page of the campaign, we used A/B testing method. What we did was to create and implement two almost identical landing pages, aside from 3 key elements of design that were different by form, colors, position or copy. Then, we redirected half of the traffic to the version A of the landing page and the other half to the version B. The point in trying the A/B testing was to measure the effect each web page had on the conversion rates, choose the best version and then optimize it further.

The final landing page included a form, asking for the name and e-mail address, for an opt-in email marketing campaign promoting the ING product, meant to increase their database. The page promoted ING Wholesale banking services while also presenting financial news, insights and research (www.ing-pitstop.ro), thus offering visitors quality and relevant content.

THE RESULTS

In the first month of the campaign after the testing, the results were as follows:

- 33,031,508 total impressions
- 491 registered users
- 16,908 total number of clicks
- 2.94 conversion rate



To successfully promote the landing page, we used a mix of marketing tools: PPC campaigns in Google Search and Google Content Network, and banner advertising on targeted websites.