

# A Tennessee Credit Union Was Looking to Drive More Mortgage Applications

A Tennessee credit union was looking to drive more mortgage applications within the communities around each branch location. They wanted to increase awareness and consideration within the local community and conquest competitor locations.

One week after launching the campaign, we reviewed all the gathered data. We then started optimizing and reallocating budget towards the strategies that were generating the highest conversions. Additionally, we developed new strategies based on our findings and discontinued those that were ineffective.

At the end of the 90-day campaign, we exceeded our clients expectations and goals. **We delivered 369 conversions, and a CPA of \$40.** As a result, the client entrusted Orange 142 with their auto loan and money market campaigns, and has been loyal partner since 2017.



## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

- » **Behavioral Targeting:** Identified users “in-market” for home loans, first-time home buyers, and mortgage refinancing.
- » **Contextual Advertising:** Positioned ads alongside relevant content.
- » **Lookalike Modeling:** Utilized our proprietary algorithm for finding similar audiences.
- » **Custom Segment Targeting:** Targeted users actively searching for “mortgage rates.”
- » **Site Visitor Re-targeting:** Engaged users who visited the site but took no action.
- » **Keyword-Driven Ad Placement:** Leveraged client SEO keywords to place ads near relevant article content.
- » **Historical Geo-Fencing:** Implemented location-based targeting based on past data.

### OPTIMIZATIONS

- » Redirected additional budget to target users actively considering home loans.
- » Enabled tracking of ad exposure's impact on branch visits.
- » Utilized Lookalike Audiences and Keyword Targeting, employing both strategies to enhance targeting precision.
- » Raised bids and allocated more budget as the re-targeting audience expanded.
- » Implemented segments to filter out exhausted users from the re-targeting pool.
- » Targeted users who progressed partially through the application process for more tailored ads.

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