



HUNTINGTON BANK

Credits Hyperlocal Targeting for Increase in Account Signups

CHALLENGE

- Stagnant checking and savings account signups
- Lacking top-of-mind awareness in local markets
- Decline in local banking activity when regional media is dark

SOLUTION

Define key promotions and events that can be implemented locally to increase awareness and engagement and drive signups

APPROACH

- Expand existing “new checking account” promotions to target key audiences (newlyweds, sports fans, H.S. parents, pet owners)
- Leverage partnership with Indianapolis Colts via local branch marketing/giveaways (ETW tickets, Colts checkbook w/signup)
- Host an event in partnership with local Humane Society to increase pet owner engagement (food, prizes, microchipping, photos)
- Develop promotional campaigns to target parents with children of various age groups to encourage “kids savings account” signups



OUTCOMES

+25%

NEW CHECKING ACCOUNTS OPENED DURING CAMPAIGN PERIOD

+30%

NEW SAVINGS ACCOUNTS OPENED DURING CAMPAIGN PERIOD

+150%

PARTICIPATION IN PET EVENT YOY

+5%

BANK ACTIVITY DURING DARK PERIODS



FREE FINANCIAL CLASSES DEVELOPED FOR HIGH SCHOOL STUDENTS