



CASE STUDY

HSBC

LEAD GENERATION

OBJECTIVE: Moving their credit card acquisition programme to digital, HSBC was posed with a dilemma on their website's high drop off rate.

INSIGHT: A high website drop off rate means losing the already interested customer. So what if instead of the customers going to HSBC, it's HSBC going to them.

SOLUTION: The strategy was straightforward - make it simple, easy and fast for the online users to apply. A lead generation form within a display banner not only gets the information of the leads but it also qualifies the sign up with check buttons down the form. Frequency capping to 2-3x and Geo targeting to Metro Manila to meet credit card qualifications was also implemented.

RESULTS

TECHNOLOGY: Ambient Lead Generation Ads with Ambient Data Management Platform

HSBC got the information of the leads real time. This solution not only gives them leads but also help them fulfill their 3-banking day processing promise. **718 qualified leads** were generated during the campaign. The campaign proved to be a success as this solution was repeated by HSBC multiple times on other campaigns.

