PULSE
BY GREENBERG ENTERPRISES

Financial Services & Community Banking

Driving Measurable Home Loan Growth Across Local Markets

Objective: Drive online conversions and qualified site engagement for home loans across three branch markets via omnichannel activation and closed-loop attribution.

68+
Verrified Conversions

442K+
Local Impressions

27x
CTR Increase vs Historical Campaigns

100%
Closed-Loop Attribution

The Challenge

A regional community bank had been running digital media for years with little to show for it. Campaigns generated impressions, but there was no application tracking, no attribution, and no visibility into whether advertising was driving qualified borrowers. This bank needed a partner that treated mortgage applications as the goal, not reach.

The Solution

PULSE built a full-funnel omnichannel strategy across five channels, targeting verified in-market homebuyers within each branch's local footprint.

- Separate campaigns for each Wyoming market, Buffalo, Gillette, and Sheridan, each with a dedicated 25 to 30-mile geo-radius to eliminate wasted impressions
- Deterministic audience targeting to reach active homebuyers, first-time buyers, and refinancers across Northern Wyoming only
- Omnichannel activation across Meta, Display, CTV, OLV, and Retargeting to engage in-market borrowers at every stage of the decision journey
- Closed-loop attribution implemented for the first time, with dedicated pixels tracking “Apply Now” button clicks and 45+ second site engagements
- Continuous optimization across all five channels to scale qualified volume at an efficient cost

The Results

- In 45 days, the campaign delivered the most measurable home loan acquisition activity this bank had ever produced. Every conversion is tied to an audience, a channel, and a campaign.
- 68 Verified Conversions across Apply Now clicks and qualified site engagements, more than all prior tracked digital efforts combined
- 442,511 qualified local impressions across three Wyoming markets, zero wasted reach outside the service area
- Meta CTR of 2.69% versus 0.10% on prior Google campaigns, a 27x improvement, with CPC dropping from $3.46 to $0.75
- Retargeting led all five channels with 19 conversions at a $51.20 CPA, the lowest in the program
- CTV completion rate of 98.19%, well above category benchmarks, building the qualified audience that downstream channels converted
- 100% Closed-Loop Attribution, every dollar tied to a real borrower action for the first time

PULSE BY GREENBERG ENTERPRISES

The Impact

This was not just a stronger campaign. It was proof that running across Meta, Display, CTV, OLV, and Retargeting together builds the kind of audience quality that produces real business outcomes at ,scale. This bank now has a repeatable acquisition model, full attribution visibility across three markets .and for the first time, a clear line from media spend to home loan pipeline activity

Key Takeaways

- Two conversion KPIs, Apply Now clicks and 45+ second engagements, both converted. Tracking the right actions from the start was essential.
- Omnichannel reach across all five channels is what generated the audience quality needed to produce 68 verified conversions. No single platform could have done this alone.
- Retargeting nurtured the in-market audience built through prospecting on Meta, Display, CTV, and OLV into actual conversions at the lowest CPA in the program.
- CTV's 98.19% completion rate confirmed the right Wyoming homebuyers were watching. That quality showed up downstream as conversions across every other channel.
- Closed-loop attribution connected every conversion to a specific exposure, giving this bank a true picture of what was working for the first time.

Ready to get started?

Contact Now

info@greenbergenterprises.com