

# NATIONAL BANK LEVERAGES ZETA TO CREATE **ENGAGING EMAIL AND LANDING PAGE CONTENT**

One of the oldest and largest financial institutions delivers a range of financial services to over five million individuals, companies, non-profits and institutions—including a multitude of retail and commercial banking products and services, small businesses, large corporations and institutions. It also provides mortgage lending, auto lending, student lending and commercial banking services in select markets.

## SITUATION

- + With varying timing and web site updates, latest rates were not always available to send via **quarterly** email campaigns
- + The bank needed to create a communications program to provide customers with the most up-to-date monthly rate information

## SOLUTION

- + Improve customer engagement for the bank's campaign
- + Drive consumer site engagement by offering timely email rate reminders

## SUCCESS

In the first six months, the monthly reminder email resulted in the strongest open/click rates for any of the bank's campaigns versus prior deposit campaign metrics:

 **113%**  
open rates

 **5,254%**  
lift in click rates

 **2,438%**  
lift in click to open rates

# METHODOLOGY

Zeta worked to create a timely communications program for their Certificate of Deposit marketing campaign. The approach was simple but effective: first, develop engaging email content that enticed consumers to learn more. Once consumers chose to opt-in, they were directed to a landing page where they could receive monthly rate information for its Certificate of Deposits. Whoever opted-in was added to a database to receive monthly reminder emails about rate information updated on the landing page. The program enabled timely communications to customers interested in CD savings rate and drove site traffic. The program will expand in the future to encompass “remind me later” messaging.

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