



Andrew's Federal Credit Union Case Study

DaBrian Marketing Group

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Andrews Federal Credit Union

Andrews Federal Credit Union (“Andrews FCU”) is a financial services institution based in Maryland that serves military installations around Washington, DC, central Germany, Belgium, and The Netherlands, as well as over 200 employer groups. Established in 1948, Andrews has always focused providing high-quality financial products to over 100,000 members worldwide.

- Analytics helped Andrews FCU attain **complete marketing attribution**.
- Andrews FCU achieved **13% increased website engagement** from its SEO campaign.
- Paid search campaigns showed monthly **Return on Ad Spend of 214%**

Business Situation

Andrews FCU sought to expand its long-held brand reputation via digital marketing platforms. Its internal team also required additional visibility into the industry’s best practices, a strategic marketing approach, and a plan for measurement and ongoing optimization.

The primary marketing challenges for Andrews FCU included visibility into marketing campaign performance (particularly within its loan and account application processes), a website built within a closed-source content management system, and a lack of cohesion between all other marketing channels (social media, email marketing, etc.).

Approach

DaBrian Marketing Group (“DMG”) determined that a full-fledged digital marketing implementation would achieve the level of brand visibility and marketing insight Andrews FCU needed. Three particular digital marketing areas—Search Engine Optimization (SEO), Pay per Click (PPC) Advertising, and Analytics—formed the primary tiers implemented by DMG.

Solution

Pay per Click Advertising: With optimized ads and consistent PPC management, Andrews FCU achieved increased conversion rates, lower costs, and consistently positive campaign revenue.

Search Engine Optimization: After proactive communication and implementation of SEO best practices, Andrews FCU achieved a greater percentage of new visitors and more purposeful, engaged website sessions.

Analytics: With a custom measurement plan, DMG was able to analyze and report marketing campaign performance on a very granular level. Andrews FCU received actionable insights about audience behavior, member acquisition, and true marketing attribution, i.e. the exact marketing tactic that led to a conversion.

Benefits

- Positive ROI from Pay per Click, often exceeding 200%
- More website interaction and content consumption from organic search
- Strategic guidance across all marketing channels (digital and traditional)
- Reporting and analysis based on actionable success metrics

