

# Federal Credit Union Case Study

## The Challenge:

A Tennessee credit union sought to drive mortgage applications within the communities surrounding its branch locations. Their goal was to increase local awareness and consideration while achieving a CPA target of \$40.

## The Solution:

Orange 142 implemented an omni-channel approach targeting in-market home-buyers and first-time home-buyers. Foot traffic reporting pixels were embedded in the creatives to link branch visits directly to the campaign's performance. Additionally, our operations team designed an abandoned cart strategy to re-engage users and push them through the online application process.



## The Results:

Over the 90-day campaign, Orange 142 exceeded client expectations, delivering 369 conversions with an impressive CPA of \$29. The client was so pleased with the results that they awarded us their upcoming auto loan and money market campaigns.

**369**  
CONVERSIONS

**\$29**  
CPA

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