

Case Study – DKB Deutsche Kreditbank | Zieltraffic

Turning data traffic into customers

Zieltraffic is a highly professional partner. Within a short space of time Zieltraffic secured a lot of new business.

Alexander Kapst, Director of co-operation and sales management

The results at a glance

The brief:

To maximize the number of new customers, based on a defined CPO (cost per order) for the current accounts/private loans product groups

To increase the number of transactions and reach more potential customers by employing specific and successful online marketing measures

To control and create the concept for the campaign independently

Time frame:

Beginning of April 2006 to the end of March 2007

Measures:

Search engine optimization (SEO), keyword advertising (SEM), affiliate marketing, e-mail marketing, display advertising

Results:

New customers doubled within one year

search engine marketing (SEM): increase in traffic +40%

affiliate marketing: accounts opened +128%

DKB

The Deutsche Kreditbank AG (DKB) has been an independent company in the Bayerische Landesbank group since 1995. Using special expertise, DKB focuses on selected target groups in the public and corporate sector. DKB has also shown extremely dynamic growth in direct banking business in the private customer segment.

In the past year, DKB very successfully continued its strong growth in the private customer segment. The result: Currently, the number of private customers has been increased to 750,000. This strong growth persisted in 2008 too.

Any questions?

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DKB AG offers its customers the whole range of banking services. It provides customized products and competitive conditions, lean processes, cost-effective terms and conditions. Short processing times, thanks to clear decision-making criteria, round out what gives DKB AG its distinctive profile.

Brief:

For private customers, DKB relies on a modern infrastructure with standardized processes and Internet banking. DKB gains the majority of its new customers from its numerous online marketing activities. DKB's products advertised in the campaign were the DKB Cash Account and DKB Private Loans.

Due to DKB's proclaimed aim of maximizing the number of new customers with a defined CPO, Zieltraffic was requested to develop a concept and implement suitable online marketing channels.

The Zieltraffic approach:

While standard market practice is for an agreed proportion of the online marketing budget to be paid to the agency, Zieltraffic only invoices if success – as defined previously in targets – is achieved. As a result, Zieltraffic takes on responsibility for the customer's success. In other words:

- Zieltraffic establishes the targets together with the customer.
- Zieltraffic gives the customer in-depth advice about the campaign and the product itself.
- At its own expense, Zieltraffic takes on media planning for the most efficient marketing channels.
- Zieltraffic controls the campaign flexibly according to ROI.
- Zieltraffic delivers extensive tracking and reporting functions.

In-depth expertise with the financial services industry and precise knowledge about the customer's products and processes are the basis for Zieltraffic taking responsibility for the customer's success and ensuring that prospects do actually turn into buyers.

Zieltraffic is able to assume responsibility for success by constantly gauging it in detail by using its own tracking technologies. This is the only way of guaranteeing efficient and flexible management of the campaign. Based on a reporting function, which can be retrieved at any time, the performance indicators are analyzed and the budget optimized. This flexible and transparent budget control ensures financial resources are used in the best possible way. On the basis of clearly defined objectives, Zieltraffic decides itself which measures are employed and where.

This responsibility is Zieltraffic's incentive to gain more customers with the same resources. As a result, the customer and Zieltraffic pull together: "What makes working with Zieltraffic so unusual is that they do not act like a traditional agency, but put our specifications into practice independently and at their own responsibility. The success of both companies is intertwined", says Alexander Kapst, director of co-operation and sales management.

Implementation/measures

In conjunction with the customer, the first step was to work out unique selling propositions to give the product a head start on the market. This is particularly important in a market where products are very similar. Based on these USPs, Zieltraffic planned the online campaign. The campaign was then rolled out using the following measures (showing the proportion of the campaign as a whole in each case):

- Search engine optimization: (5%)
- Keyword advertising: 65% – Enhanced keyword advertising became the heart of the campaign. Zieltraffic's concept was devoted particularly to qualitative search traffic.
- Affiliate marketing: 15% – Affiliate marketing via open networks (Zanox, commission junction and own affiliates) contributed to sustainable conversions from prospect to customer of 50% in the period under review.
- E-mail marketing: 5% – Stand-alone e-mails and ads in newsletters resulted in an enormous rise in customers.
- Display advertising: 10% – In regard to online media planning Zieltraffic only included advertising media that the target groups would respond to. Advertising media on prominent areas of websites were used.

Constant enhancement of the processes:

While the campaign was running, Zieltraffic created an enhancement concept. For example, after extensive tests it integrated personalized landing pages to encourage applying for a current account and implemented the campaigns online with DKB. This partnership and advice provided during the campaign is based on Zieltraffic's responsibility for the entire sales process – even the elements that are directly linked to the product and are part of the customer's responsibility. As Kapst comments: "These enhancements of individual details in the process had a huge impact on market success as a whole."

The customer and Zieltraffic achieved the goals agreed together, by optimizing the customer's process and the advertising media on a constant basis.

The result:

Thanks to integrated planning, concept development, and control of all measures centrally and at Zieltraffic's own responsibility, the number of new customers acquired via Zieltraffic AG doubled within 12 months.

Zieltraffic also achieved an increase in traffic in search engine marketing of 40%. In the period looked at, affiliate marketing increased the number of accounts opened by 128%.