

CASE STUDY OF BANK DSA



PERSONAL

LOAN

MORE THAN

2847

LOAN APPLICATIONS.



VEHICLE

LOAN

MORE THAN

1343

LOAN APPLICATIONS.



CAMPAIGNS

BDS Digital Serv was in contract with Bank DSA for 45 days.

In this period we had to generate leads using various Digital Marketing Strategy.



GOOGLE SEARCH ADS

SEARCH ADS WAS ONE OF THE IMPORTANT STRATEGIES FOR LEAD GENERATION, WE ALLOCATED OUR 40% OF THE BUDGET FOR IT.



facebook Ads

FACEBOOK & INSTAGRAM ADS

FB & INSTA ADS WAS 2ND IMPORTANT STRATEGY FROM OUR LEAD GENERATION PLAN, WE ALLOCATED OUR 30% OF THE BUDGET FOR IT



DISPLAY ADS

BRANDING WAS ALSO PART OF OUR PLAN SO WE DECIDED TO ALSO GO WITH DISPLAY ADS, WE ALLOCATED OUR 20% OF THE BUDGET FOR IT.



EMAIL MARKETING

WE DON'T WANTED TO MISS ANY PLATFORM TO REACH OUR POTENTIAL CUSTOMERS, WE ALLOCATED OUR 10% OF THE BUDGET FOR IT.

STATS

08

NO OF CAMPAIGNS

4190

LEADS

256679

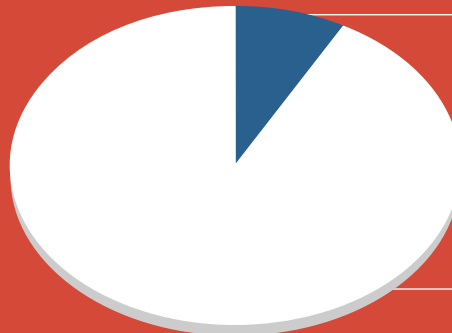
TOTAL REACH

45

TIME

RETURN ON INVESTMENT

- ◆ WE AT BDS DIGITAL SERV HELPED THIS BANK DSA FIRM TO ACHIEVE A MASSIVE 92% ROI.



INVESTED
08%

92%
RETURN ON INVESTMENT

MARKETING & CASE STUDY BY:



BDS DIGITAL SERV IS A MARKETING TECHNOLOGY COMPANY OFFERING 360° DIGITAL MARKETING SERVICES AND SOLUTIONS. WE TRANSFORM YOUR DIGITAL MARKETING STRATEGIES TO HELP YOU SCALE IN A RAPIDLY CHANGING MARKETPLACE. WE MANAGE EFFECTIVE, RESULTS-DRIVEN INTEGRATED MARKETING CAMPAIGNS THAT DRIVE VALUE FOR YOUR BUSINESS.

CONTACT US:

☎ +44 20 82152897

✉ CONNECT@BDSDIGITALSERV.COM

🌐 WWW.BDSDIGITALSERV.COM

📍 SUITE 304, HERALDIC HOUSE, 160-162 CRANBROOK ROAD, ILFORD ESSEX IG1 4PE UK