

2024 DIGITAL ADVERTISING

Liberty Savings
FEDERAL CREDIT UNION



BACKGROUND

For over 70 years, Liberty Savings has advanced the economic futures of individuals and their communities with exceptional financial tools and services. They have seen and done it all. From the underbanked to the financially savvy, residents of Hudson County see this credit union as a trusted, invaluable resource.

Hudson County is changing. Fast.

An explosion in population growth has made Hudson County a must-watch area for economic trends. Located right across the river from Manhattan, it became an ideal spot for people looking to escape the big city, immigrants, and everyone in between, to build a new home.

However, this rapid shift amplified the existing affordability crisis happening across the country.

Liberty Savings is at the forefront of addressing:

+8% in rent across the county from 2022-2023

+3.9% in CPI (Consumer Price Index) in the region from 2023-2024

+20% home sales in Jersey City, Hudson County's largest city in the past 5 years

Liberty Savings specializes in helping members gain financial independence, and their dedication during this affordability crisis hasn't wavered. First generation immigrants, underbanked populations and those vulnerable to predatory loans trust this credit union to make their American Dreams possible.

DIGITAL ADVERTISING STRATEGIC OVERVIEW

Liberty Savings takes an always on approach to the digital marketing landscape. Our advertising runs throughout all mainstream forms of digital including:

- Targeted Display Banner Ads: Desktop & Mobile**
- Paid & Organic Social Media**
- Direct-To-Publisher Website Takeover Units**
- Website Banners & Dedicated Landing Pages on main Liberty Savings website**
- Digital Member Newsletters available for viewing and downloading**
- Over-The-Top Video**

The followings pages are just a sample of what was run throughout the year. Results for the entire year's efforts are included in the back of the PDF.

Q1 CONSOLIDATION LOAN CAMPAIGN

Q1 CONSOLIDATION LOAN: ENGLISH PROGRAMMATIC DIGITAL BANNER ADS

Banners ran on desktop and mobile platforms with click-through to a dedicated landing page. Banners were displayed based on geographic and demographic focus with behavioral emphasis. The placement strategy included retargeting.

CONSOLIDATE DEBT & MOVE FORWARD FASTER

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT!

NCUA

CONSOLIDATE DEBT & MOVE FORWARD FASTER

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT!

NCUA

CONSOLIDATE DEBT & MOVE FORWARD FASTER

Turn multiple bill payments into one.
Up to 2% off your lowest qualifying rate

CONSOLIDATE DEBT & MOVE FORWARD FASTER

Turn multiple bill payments into one

Get up to 2% off your lowest qualifying rate*

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT!

NCUA

Q1 CONSOLIDATION LOAN: SPANISH PROGRAMMATIC DIGITAL BANNER ADS

Banners ran on desktop and mobile platforms with click-through to a dedicated landing page. Banners were displayed based on geographic and demographic focus with behavioral emphasis. The placement strategy included retargeting.



OPTIMIZA TUS DEUDAS Y AVANZA MÁS RAPIDO

Concentra todos tus pagos en uno

Reduce tu tasa mas baja de calificación hasta un 2% menos*

[CLIC AQUÍ](#)

Liberty Savings FEDERAL CREDIT UNION

NCUA



OPTIMIZA TUS DEUDAS Y AVANZA MÁS RAPIDO

Liberty Savings FEDERAL CREDIT UNION

[CLIC AQUÍ](#)

NCUA



OPTIMIZA TUS DEUDAS Y AVANZA MÁS RAPIDO

Liberty Savings FEDERAL CREDIT UNION

[CLIC AQUÍ](#)

NCUA

OPTIMIZA TUS DEUDAS Y AVANZA MÁS RAPIDO

Concentra todos tus pagos en uno

Reduce tu tasa mas baja de calificación hasta un 2% menos*



Liberty Savings FEDERAL CREDIT UNION

[CLIC AQUÍ](#)

NCUA

Q1 CONSOLIDATION LOAN: DIRECT-TO-PUBLISHER NJ.COM DIGITAL TAKEOVER



CONSOLIDATE DEBT & MOVE FORWARD FASTER

Turn multiple bill payments into one

Get up to 2% off your lowest qualifying rate*

LET'S DO IT!

Liberty Savings FEDERAL CREDIT UNION

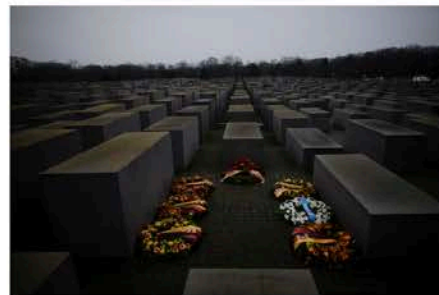
Hudson County



SUBSCRIBER EXCLUSIVE

Boys Basketball: Hoboken defeats American History

25h ago
Donovan Hugel | NJ Advance Media for NJ.com



Never forget the Holocaust; Help is available for opioid addiction | Letters

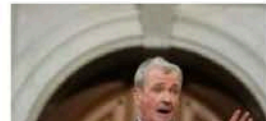
30h ago
Letters To The Editor | The Jersey Journal



Jersey City man acquitted of 2010 murder sentenced to 25 years in prison for 2019 manslaughter

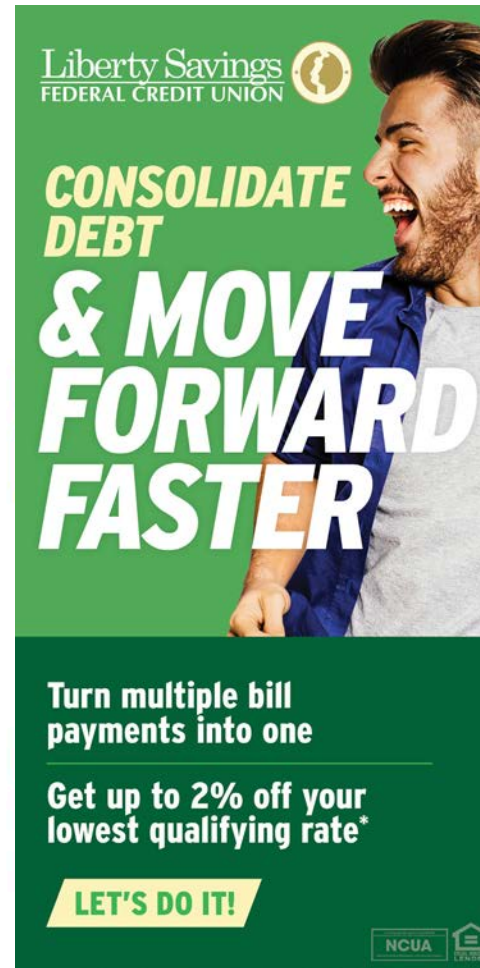
The man, who spent more than eight years in jail before being acquitted of murder, will now spend more than three times that amount in prison.

30h ago By Mark Koosau | The Jersey Journal



SUBSCRIBER EXCLUSIVE

Prioritize affordability! NJ taxpayers need a break | Opinion



Liberty Savings FEDERAL CREDIT UNION

CONSOLIDATE DEBT & MOVE FORWARD FASTER

Turn multiple bill payments into one


Get up to 2% off your lowest qualifying rate*

LET'S DO IT!

NCUA

Q1 CONSOLIDATION LOAN: PAID FACEBOOK & INSTAGRAM



IN FEED

 Liberty Savings Federal Credit Union
Sponsored



Bring all your loans together & make one monthly payment when you consolidate. Earn up to 2% off your lowest qualifying rate.



**MAKE 2024
YOUR YEAR**

lsfcfu.org
Stop paying multiple, high rate loans today.
We can help you consolidate and save. [Learn more](#)

 Like  Comment  Share

INSTAGRAM STORIES

 Liberty Savings Federal Credit Union
Sponsored



**CONSOLIDATE
DEBT
& MOVE
FORWARD
FASTER**

Turn multiple bill payments into one

Get up to 2% off your lowest qualifying rate*

 LEARN MORE

Q1 CONSOLIDATION LOAN: PROMOTION ON WEBSITE

Promoted prominently on homepage as well as through a dedicated landing page which was utilized for display banner ads and social media click-throughs. We also made use of a vanity URL in print for easy recall: www.LSFCU.org/Consolidate

HOMEPAGE

The homepage features the Liberty Savings Federal Credit Union logo at the top left, with social media icons (Facebook, YouTube, Instagram, Twitter) and links for Branches & Hours, ATM Locator, Contact Us, and a JOIN ONLINE link. A navigation bar includes links for Loans, Deposits, Benefits, 24 Hour Access, About Us, Applications & Forms, and Locations & Hours. A prominent green banner with a woman in a yellow shirt reads "CONSOLIDATE DEBT & MOVE FORWARD FASTER" and "Turn multiple bill payments into one. Up to 2% off your lowest qualifying rate*." Below the banner is a "CLICK FOR MORE" button and a row of 12 small square icons. A text box below the icons says "Take advantage of our member-only rates. Click below to find out more:". At the bottom, there are four columns of loan rates: Auto Loans (AS LOW AS 6.75% APR), Unsecured Loans (AS LOW AS 10.00% APR), Visa Rates (AS LOW AS 11.00% APR), and Home Equity (AS LOW AS 8.00% APR). A "Live Chat" button is located at the bottom right.

Auto Loans AS LOW AS 6.75% APR	Unsecured Loans AS LOW AS 10.00% APR	Visa Rates AS LOW AS 11.00% APR	Home Equity AS LOW AS 8.00% APR
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DEDICATED LANDING PAGE

The landing page features the Liberty Savings Federal Credit Union logo at the top left, with social media icons and links for Branches & Hours, ATM Locator, Contact Us, and a JOIN ONLINE link. A navigation bar includes links for Loans, Deposits, Benefits, 24 Hour Access, About Us, Applications & Forms, and Locations & Hours. A breadcrumb trail shows "Loans > Debt Consolidation". The main banner features a man in a blue shirt and reads "CONSOLIDATE DEBT & MOVE FORWARD FASTER" and "Turn multiple bill payments into one. Up to 2% off your lowest qualifying rate*." Below the banner is a text box that says "We can help make paying for things like old credit cards, monthly bills, driving and your home easier. For a limited time you could cash in on a bonus of up to 2% off your lowest qualifying rate on debt consolidation!*" and a "Live Chat" button.

Q2 AUTO LOAN CAMPAIGN

Q2 AUTO LOAN: PROGRAMMATIC DIGITAL BANNER ADS

Banners ran on desktop and mobile platforms with click-through to a dedicated landing page. Banners were displayed based on geographic and demographic focus with behavioral emphasis. The placement strategy included retargeting.



ENJOY SMILES FOR MILES
UP TO 2% OFF YOUR LOWEST RATE*

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT!

NCUA



**ENJOY
SMILES
FOR MILES**

100% AUTO LOAN FINANCING
UP TO 2% OFF YOUR LOWEST RATE*


Liberty Savings
FEDERAL CREDIT UNION



**ENJOY
SMILES
FOR MILES**

100% AUTO LOAN FINANCING
UP TO 2% OFF YOUR LOWEST RATE*

Liberty Savings
FEDERAL CREDIT UNION



**ENJOY
SMILES
FOR MILES**

100% AUTO
LOAN FINANCING
UP TO 2% OFF YOUR
LOWEST RATE*

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT!

NCUA

Q2 AUTO LOAN: DIRECT-TO-PUBLISHER NJ.COM DIGITAL TAKEOVER



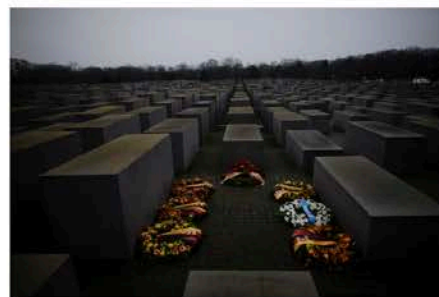
Hudson County



SUBSCRIBER EXCLUSIVE

Boys Basketball: Hoboken defeats American History

25h ago
Donovan Hugel | NJ Advance Media for NJ.com



Never forget the Holocaust; Help is available for opioid addiction | Letters

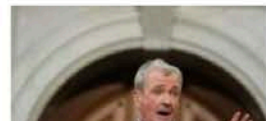
30h ago
Letters To The Editor | The Jersey Journal



Jersey City man acquitted of 2010 murder sentenced to 25 years in prison for 2019 manslaughter

The man, who spent more than eight years in jail before being acquitted of murder, will now spend more than three times that amount in prison.

30h ago By Mark Koosau | The Jersey Journal




SUBSCRIBER EXCLUSIVE

Prioritize affordability! NJ taxpayers need a break | Opinion




Q2 AUTO LOAN: PAID FACEBOOK & INSTAGRAM - ENGLISH

IN FEED

 Liberty Savings Federal Credit Union
Sponsored



Unbelievable Auto Loan + Refinancing offers! Up to 2% off your lowest qualifying rate.* Rates as low as 5.25%. 100% financing.



**ENJOY
SMILES
FOR MILES**

**100% AUTO LOAN FINANCING
UP TO 2% OFF YOUR
LOWEST QUALIFYING RATE***

lsfcfu.org
Need a new car for summer? Shop local dealers right on our website and save. [Learn more](#)

 Like  Comment  Share

INSTAGRAM STORIES

 Liberty Savings Federal Credit Union
Sponsored



**ENJOY
SMILES
FOR MILES**

**100% AUTO LOAN FINANCING
UP TO 2% OFF YOUR
LOWEST QUALIFYING RATE***

[LEARN MORE](#)

Q2 AUTO LOAN: PAID FACEBOOK & INSTAGRAM - SPANISH

IN FEED

 Liberty Savings Federal Credit Union
Sponsored

Hasta un 2% de descuento en tu tarifa calificada más baja.*
Tarifas tan bajas como 5.25%. Financiación 100%.



**DISFRUTA
SONRISAS
POR MILLAS**

**100% PRÉSTAMOS PARA
FINANCIAMIENTO DE AUTO
HASTA 2% MENOS DE TU
TASA MAS BAJA***

lsfcfu.org
¿Necesitas un coche nuevo para el verano?
No te pierdas nuestras tarifas bajas!

[Learn more](#)

 Like  Comment  Share

INSTAGRAM STORIES

 Liberty Savings Federal Credit Union
Sponsored



**DISFRUTA
SONRISAS
POR MILLAS**

**100% PRÉSTAMOS PARA
FINANCIAMIENTO DE AUTO
HASTA 2% MENOS DE TU
TASA MAS BAJA***

[LEARN MORE](#)

Q2 AUTO LOAN: PROMOTION ON WEBSITE

Promoted prominently on homepage as well as through a dedicated landing page which was utilized for display banner ads and social media click-throughs. We also made use of a vanity URL in print for easy recall: www.LSFCU.org/AutoLoan

HOMEPAGE

The screenshot shows the homepage of Liberty Savings Federal Credit Union. At the top left is the logo with a globe icon. To the right are social media icons for Facebook, YouTube, Instagram, and Twitter, along with links for 'Branches & Hours', 'ATM Locator', 'Contact Us', and 'Routing Number: 221276118 JOIN ONLINE'. A green navigation bar contains links for 'Loans', 'Deposits', 'Benefits', '24 Hour Access', 'About Us', 'Applications & Forms', and 'Locations & Hours'. Below the navigation is a large banner with a woman driving a car. The banner text reads: 'ENJOY SMILES FOR MILES', 'UP TO 100% AUTO LOAN FINANCING', and 'UP TO 2% OFF YOUR LOWEST RATE*'. A 'CLICK FOR DETAILS' link is present. Below the banner is a green bar with the text: 'Take advantage of our member-only rates. Click below to find out more:'. At the bottom, there are four columns of interest rates: 'Auto Loans AS LOW AS 6.75% APR', 'Unsecured Loans AS LOW AS 10.00% APR', 'Visa Rates AS LOW AS 11.00% APR', and 'Home Equity AS LOW AS 8.00% APR'. A 'Live Chat' button is located at the bottom right.

DEDICATED LANDING PAGE

The screenshot shows a dedicated landing page for the auto loan promotion. It features the same Liberty Savings Federal Credit Union logo and navigation as the homepage. The main banner is identical to the homepage banner, with the text: 'ENJOY SMILES FOR MILES', 'UP TO 100% AUTO LOAN FINANCING', and 'UP TO 2% OFF YOUR LOWEST RATE*'. Below the banner, the text reads: 'Auto Loans: New, Used & Refinancing Available!' and 'Rates as low as 6.75%*'. A paragraph below states: 'Get ready to drive off on your next great adventure with the help of a Liberty Savings auto loan. With competitive rates as low as'. A 'Live Chat' button is located at the bottom right.

Q3 HOME EQUITY CAMPAIGN

Q3 HOME EQUITY: PROGRAMMATIC DIGITAL BANNER ADS

Banners ran on desktop and mobile platforms with click-through to a dedicated landing page. Banners were displayed based on geographic and demographic focus with behavioral emphasis. The placement strategy included retargeting.



**GET FAST ACCESS
HOME EQUITY CASH**

Home Equity Loans
as low as 7.50% APR*

LET'S DO IT!

Liberty Savings
FEDERAL CREDIT UNION



GET FAST ACCESS HOME EQUITY CASH

Home Equity Loans as low as 7.50% APR*

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT!



**GET FAST
ACCESS HOME
EQUITY CASH**

Home Equity Loans
as low as 7.50% APR*

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT!



Q3 HOME EQUITY: DIRECT-TO-PUBLISHER NJ.COM DIGITAL TAKEOVER



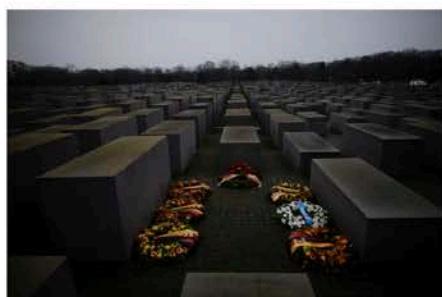
Hudson County



SUBSCRIBER EXCLUSIVE

Boys Basketball: Hoboken defeats American History

25h ago
Donovan Hugel | NJ Advance Media for NJ.com



Never forget the Holocaust; Help is available for opioid addiction | Letters

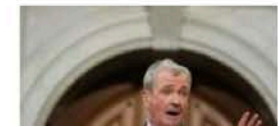
30h ago
Letters To The Editor | The Jersey Journal



Jersey City man acquitted of 2010 murder sentenced to 25 years in prison for 2019 manslaughter

The man, who spent more than eight years in jail before being acquitted of murder, will now spend more than three times that amount in prison.

30h ago By Mark Koosau | The Jersey Journal



SUBSCRIBER EXCLUSIVE


Prioritize affordability! NJ taxpayers need a break | Opinion



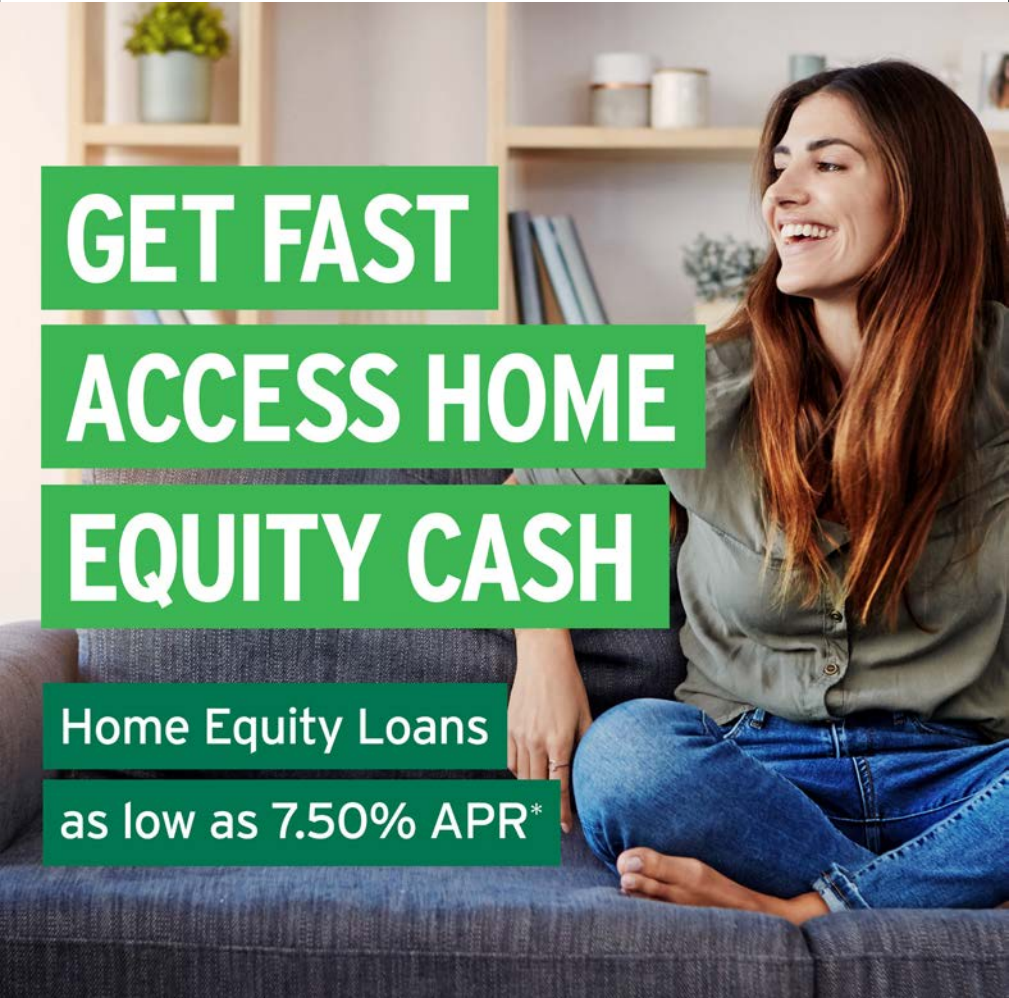
Home Equity Loans as low as 7.50% APR*
LET'S DO IT!
NCUA logo

Q3 HOME EQUITY: PAID FACEBOOK & INSTAGRAM

IN FEED

 Liberty Savings Federal Credit Union
Sponsored




Looking to put more money in your pocket? There's never been a better time to get a Home Equity Line of Credit!



**GET FAST
ACCESS HOME
EQUITY CASH**

Home Equity Loans
as low as 7.50% APR*

lsfcfu.org
Use the equity you've built in your home to cash in on large and small purchases today. [Learn more](#)

 Like  Comment  Share

INSTAGRAM STORIES

 Liberty Savings Federal Credit Union
Sponsored



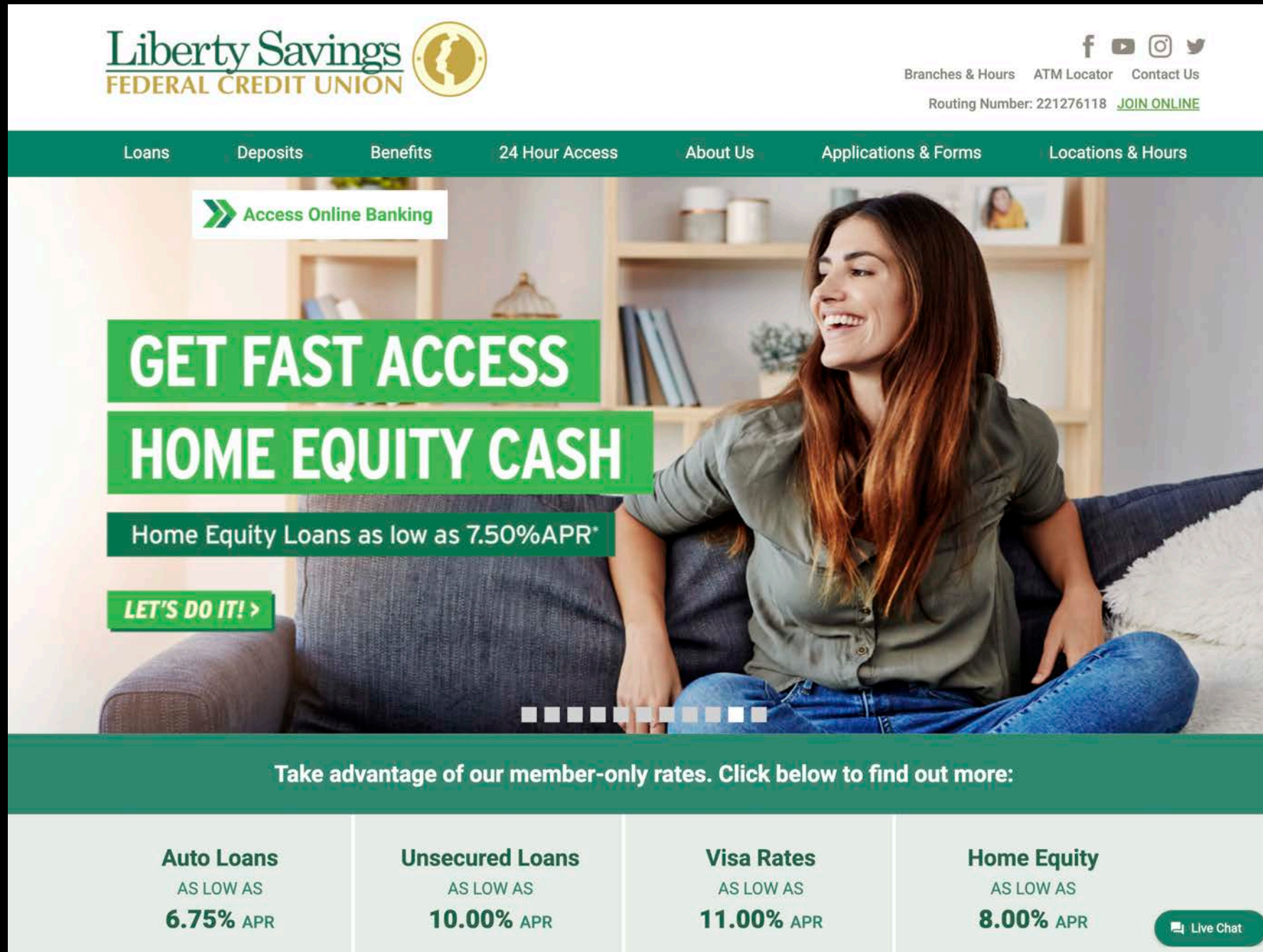
**GET FAST
ACCESS HOME
EQUITY CASH**

Home Equity Loans
as low as 7.50% APR*

Q3 HOME EQUITY: PROMOTION ON WEBSITE

Promoted prominently on homepage as well as through a dedicated landing page which was utilized for display banner ads and social media click-throughs. We also made use of a vanity URL in print for easy recall: www.LSFCU.org/Equity

HOMEPAGE



Liberty Savings
FEDERAL CREDIT UNION

Branches & Hours ATM Locator Contact Us
Routing Number: 221276118 [JOIN ONLINE](#)

Loans Deposits Benefits 24 Hour Access About Us Applications & Forms Locations & Hours

Access Online Banking

GET FAST ACCESS HOME EQUITY CASH

Home Equity Loans as low as 7.50%APR*

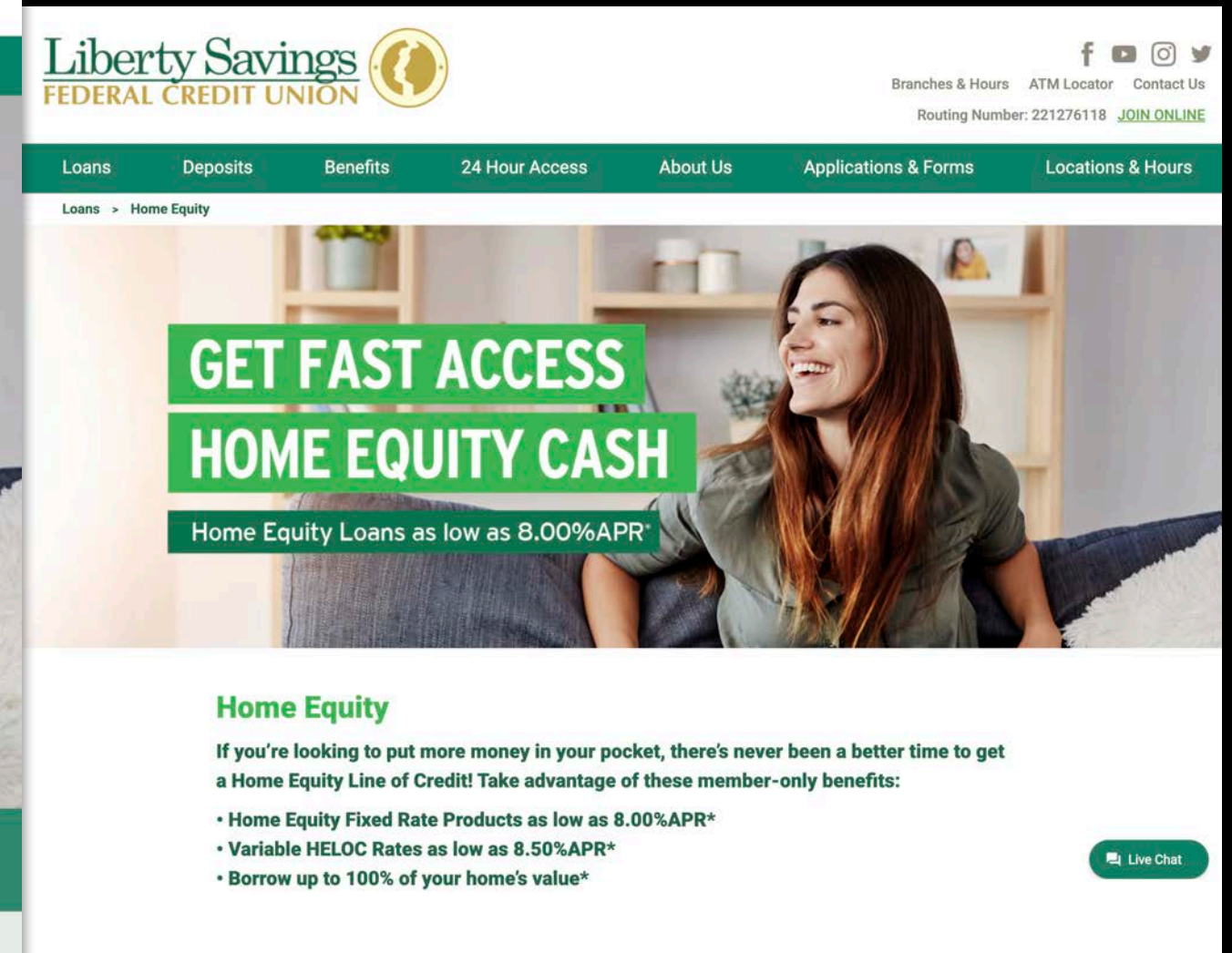
LET'S DO IT! >

Take advantage of our member-only rates. Click below to find out more:

Auto Loans AS LOW AS 6.75% APR	Unsecured Loans AS LOW AS 10.00% APR	Visa Rates AS LOW AS 11.00% APR	Home Equity AS LOW AS 8.00% APR
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Live Chat

DEDICATED LANDING PAGE



Liberty Savings
FEDERAL CREDIT UNION

Branches & Hours ATM Locator Contact Us
Routing Number: 221276118 [JOIN ONLINE](#)

Loans Deposits Benefits 24 Hour Access About Us Applications & Forms Locations & Hours

Loans > Home Equity

GET FAST ACCESS HOME EQUITY CASH

Home Equity Loans as low as 8.00%APR*

Home Equity

If you're looking to put more money in your pocket, there's never been a better time to get a Home Equity Line of Credit! Take advantage of these member-only benefits:

- Home Equity Fixed Rate Products as low as 8.00%APR*
- Variable HELOC Rates as low as 8.50%APR*
- Borrow up to 100% of your home's value*

Live Chat

Q4 HOLIDAY LOAN CAMPAIGN

Q4 HOLIDAY LOAN: PROGRAMMATIC DIGITAL BANNER ADS

Banners ran on desktop and mobile platforms with click-through to a dedicated landing page. Banners were displayed based on geographic and demographic focus with behavioral emphasis. The placement strategy included retargeting.



GIVE YOURSELF A HOLIDAY LOAN BOOST

GET EXTRA CASH WITH UP TO 2% OFF YOUR LOWEST QUALIFYING RATE*

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT

NCUA



GET EXTRA HOLIDAY CASH

LET'S DO IT

Liberty Savings
FEDERAL CREDIT UNION

NCUA



GET EXTRA HOLIDAY CASH

LET'S DO IT

Liberty Savings
FEDERAL CREDIT UNION

NCUA



GIVE YOURSELF A HOLIDAY LOAN BOOST

GET EXTRA CASH UP TO 2% OFF YOUR LOWEST QUALIFYING RATE*

Liberty Savings
FEDERAL CREDIT UNION

LET'S DO IT

NCUA

Q4 HOLIDAY LOAN: DIRECT-TO-PUBLISHER NJ.COM DIGITAL TAKEOVER



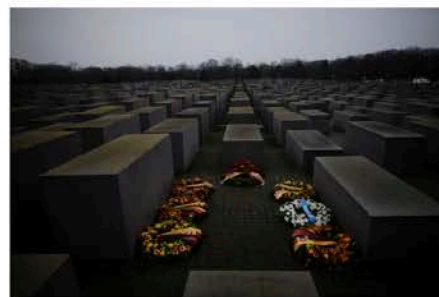
Hudson County



SUBSCRIBER EXCLUSIVE

Boys Basketball: Hoboken defeats American History

25h ago
Donovan Hugel | NJ Advance Media for NJ.com



Never forget the Holocaust; Help is available for opioid addiction | Letters

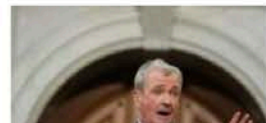
30h ago
Letters To The Editor | The Jersey Journal



Jersey City man acquitted of 2010 murder sentenced to 25 years in prison for 2019 manslaughter

The man, who spent more than eight years in jail before being acquitted of murder, will now spend more than three times that amount in prison.

30h ago By Mark Koosau | The Jersey Journal




SUBSCRIBER EXCLUSIVE

Prioritize affordability! NJ taxpayers need a break | Opinion




Q4 HOLIDAY LOAN: PAID FACEBOOK & INSTAGRAM - ENGLISH

IN FEED

 Liberty Savings Federal Credit Union
Sponsored




Our Holiday Loans are back to make your seasonal spending stress-free. Get up to 2% off your lowest qualifying rate today*



GET EXTRA CASH

lsfcfu.org
Get Cash For The Holidays today.
Limited time only.

[Learn more](#)

 Like  Comment  Share

INSTAGRAM STORIES

 Liberty Savings Federal Credit Union
Sponsored



**GET EXTRA CASH
WITH UP TO 2% OFF
YOUR LOWEST
QUALIFYING RATE***

[LEARN MORE](#)

Q4 HOLIDAY LOAN: PAID FACEBOOK & INSTAGRAM + DEDICATED LANDING PAGE - SPANISH

IN FEED

Liberty Savings Federal Credit Union
Sponsored

Dinero extra para gastos de vacaciones. Obtenga hasta un 2% de descuento en la tasa de préstamo calificada más baja*



REGALATE UN PRESTAMO PARA ESTOS DIAS FESTIVOS

OBTÉN DINERO EXTRA

lsfcfu.org
Efectivo de vacaciones

Learn more

Like Comment Share

INSTAGRAM STORIES

Liberty Savings Federal Credit Union
Sponsored



REGALATE UN PRESTAMO ESTOS DIAS FESTIVOS

OBTÉN DINERO EXTRA HASTA 2% MENOS DE TU TASA DE CALIFICACIÓN MÁS BAJA*

DEDICATED SPANISH LANDING PAGE

Liberty Savings FEDERAL CREDIT UNION

Branches & Hours ATM Locator Contact Us
Routing Number: 221276118 JOIN ONLINE

Loans Deposits Benefits 24 Hour Access About Us Applications & Forms Locations & Hours

Loans > Holiday Loan



REGALATE UN PRESTAMO ESTOS DIAS FESTIVOS

Hasta 2 % de tu tasa de calificación más baja*
Tasas tan bajas como 8.00% APR*

¿Necesitas un pequeño impulso para las vacaciones? Disfrute de un poder adquisitivo adicional con un 2% de descuento en su tasa de calificación más baja en un préstamo navideño hoy.*

Podemos ayudarle a eliminar el estrés y las conjeturas de sus gastos navideños.

Live Chat

Q4 HOLIDAY LOAN: PROMOTION ON WEBSITE

Promoted prominently on homepage as well as through a dedicated landing page which was utilized for display banner ads and social media click-throughs. We also made use of a vanity URL in print for easy recall: www.LSFCU.org/Holiday

HOMEPAGE

The homepage features the Liberty Savings Federal Credit Union logo at the top left, with social media icons (Facebook, YouTube, Instagram, Twitter) and navigation links (Branches & Hours, ATM Locator, Contact Us, Routing Number: 221276118, JOIN ONLINE) at the top right. A green navigation bar contains links for Loans, Deposits, Benefits, 24 Hour Access, About Us, Applications & Forms, and Locations & Hours. A prominent banner for the 'GIVE YOURSELF A HOLIDAY LOAN BOOST' promotion features a woman in a red Santa hat and green sweater holding a red gift. The banner text includes 'Up to 2% your lowest qualifying rate* Rates as low as 8.00% APR' and a 'LET'S DO IT! >' button. Below the banner, a green bar reads 'Take advantage of our member-only rates. Click below to find out more:'. At the bottom, four columns list loan types and rates: Auto Loans (AS LOW AS 6.75% APR), Unsecured Loans (AS LOW AS 10.00% APR), Visa Rates (AS LOW AS 11.00% APR), and Home Equity (AS LOW AS 8.00% APR). A 'Live Chat' button is located in the bottom right corner.

DEDICATED LANDING PAGE

The dedicated landing page features the Liberty Savings Federal Credit Union logo at the top left, with social media icons and navigation links (Branches & Hours, ATM Locator, Contact Us, Routing Number: 221276118, JOIN ONLINE) at the top right. A green navigation bar contains links for Loans, Deposits, Benefits, 24 Hour Access, About Us, Applications & Forms, and Locations & Hours. A breadcrumb trail shows 'Loans > Holiday Loan'. The main banner is identical to the homepage banner, featuring the woman in the Santa hat and the 'GIVE YOURSELF A HOLIDAY LOAN BOOST' text. Below the banner, the text reads 'Need a little boost for the holidays? Enjoy extra spending power with 2% off your lowest qualifying rate on a Holiday Loan today.*' and 'We can help take the stress and guesswork out of your holiday spending.' A 'Live Chat' button is located in the bottom right corner.

2024 RESULTS

PROGRAMMATIC DISPLAY & SOCIAL

PERFORMANCE HIGHLIGHTS

Programmatic, Paid Social & Search

5,438,225
Total impressions

30,194
Total clicks

3,656
Total conversions

0.56%
Average CTR

79.18%
Viewability

\$7 Display
CPM

\$12 Meta
CPM

15% Paid Search
Fee

\$2.40
Overall CPC

FLIGHT DATES
2.13.24 – 12.29.24

2024 INSIGHTS

Programmatic, Paid Social & Search

WOW!

OVERVIEW

- **Flighting:** Monthly flights from February – December 2024 (dark in October)
- **KPIs/Internal Benchmarks:**
 - High Conversions
 - Paid Search: 6%+ CTR
 - Display: 0.25%+ CTR
 - Meta:
 - Facebook: 0.50%+ CTR
 - Instagram: 0.30%+ CTR
- **Target audience:**
 - In-Market for Banking, In-market/Interest in Credit Cards, Auto Loans, Home Loans, Checking and Savings Accounts
- **Mid-flight adjustments:**
 - Quarterly/Seasonal creative adjustments to avoid creative fatigue

KEY TAKEAWAYS AND INSIGHTS:

Overall CTR: 0.56%

- **Display:** 0.29% CTR (*exceeded internal benchmarks of 0.25% CTR*)
- **Paid Search:** 12.60 % CTR (*exceeded internal benchmarks of 6% CTR*)
- **Meta Overall:** 0.48 % CTR
 - **Instagram:** 0.41 % CTR (*exceeded internal benchmarks of 0.30% CTR*)
 - **Facebook:** 0.54 % CTR (*exceeded internal benchmarks of 0.50% CTR*)

Conversions

- Ended the campaign with **3,656** conversions which equates to around a **\$20 CPA**

Viewability

- 79.18% Viewability (*exceeded internal benchmarks of 70%+ Viewability*)

**DIRECT TO NJ.COM
DISPLAY & SOCIAL**

NJ.COM DISPLAY & PAID SOCIAL OVERVIEW

The #1 local news website in New Jersey; among the top five in the country.

The 2024 Liberty Savings digital and social campaign received 3,454,910 impressions

Users were driven back to dedicated promotional landing pages 13,858 times

184,519 new users visited the Liberty Savings website through NJ.com

DISPLAY RESULTS

The Liberty Savings target audience saw display ads 2,450,931 times

Users clicked back to dedicated landing pages 3,590 times

The campaign click thru rate of 0.15% was 3x's the industry average of a 0.05%

WOW!

PAID SOCIAL RESULTS

The Liberty Savings target audience saw social media ads 1,003,979 times

Users clicked back to dedicated promotional landing pages 10,268 times

The social media campaign click thru rate of 1.02% is 132% higher than the industry average of 0.77%

WOW!

THANK YOU!