

**CASE STUDY**

# KEYBANK

## Unifying Brand Visibility and Direct Engagement for Military Recruitment

### CHALLENGES

As a national financial institution committed to serving diverse communities, KeyBank sought to increase awareness and meaningful engagement among military veterans and military spouses, audiences that are historically difficult to reach through traditional digital advertising channels.

Fragmented media consumption, inconsistent audience identifiers, and platform-level targeting limitations made it challenging to ensure messaging reached qualified military-affiliated consumers at scale.

### SOLUTION

KeyBank partnered with Military Friendly® to execute a multi-channel, end-to-end digital awareness strategy designed to deliver both reach and interaction across the military ecosystem. Leveraging Military Friendly®'s proprietary first-party military audience data, the campaign deployed precision-targeted programmatic and social advertising that extended beyond standard demographic and interest-based targeting.

The Strategy Emphasized:

- Consistent, mission-aligned messaging focused on community impact and career opportunity
- National scale with regional concentration in high-density military and veteran markets
- Continuous optimization to sustain engagement over an extended flight period
- This approach ensured KeyBank's message reached veterans and military spouses where they actively consume content, reinforcing brand awareness through repeated, relevant exposure.

# RESULTS

Over a seven-month period, the Military Friendly® digital campaign delivered strong, sustained engagement across both programmatic and social channels, successfully meeting KeyBank's awareness and interaction objectives.

## Key outcomes included:

**381,665 impressions delivered** to military-connected audiences

**6,160 clicks**, driving consistent interaction throughout the campaign

**1.61% overall CTR**, exceeding typical benchmarks for financial services awareness campaigns

**High engagement** concentrated in veteran-dense states such as New York, Ohio, Pennsylvania, Texas, Florida, and California

Balanced performance across devices, with strong engagement from mobile and tablet users, supporting on-the-go discovery and consideration

Importantly, the campaign maintained stable performance and message resonance across the entire flight, demonstrating sustained relevance rather than short-term spikes.



# WHY IT MATTERS

This campaign underscores the value of audience authenticity over broad reach. By combining Military Friendly®'s trusted military audience data with a disciplined, multi-channel execution strategy, KeyBank was able to elevate brand visibility and engagement within a highly sought-after community without relying on generic targeting or one-dimensional media tactics.

The results demonstrate that when military audiences are reached with relevant messaging in trusted environments, brands like KeyBank can build awareness, credibility, and long-term affinity at scale.



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