

Case Study:

US Bank uses digital marketing to drive consumers to local branches

36%

More clicks from search
to the US Bank website

109%

More driving
directions requests

121,000

More phone calls
in Q3 2017 alone.

“What made Milestone unique was their combination of powerful software and their unique ability to bring over 20 years of human experience in managing local search for location-based businesses. Milestone doesn’t just write great software, they also do all the work necessary to ensure our data is accurate and properly distributed across the entire digital spectrum. That was a powerful 1+2 combination for US Bank.”

About US Bank

US Bank is the nation’s 7th largest bank, providing investment, mortgage, trust and payment services products to individuals, businesses, governmental entities, and other financial institutions. US Bank has over 3,100 branches and over 4,800 ATMs nationwide, with a significant presence in the midwestern United States.

The Challenge

US Bank was interested in driving more foot traffic and customers to their branches through digital marketing.

They wanted to ensure that the digital presence of branches across the country were maximized, and that the accuracy of location data distributed across the digital world was as close to 100% accurate as feasible. US Bank identified several concerns with their digital presence, including inconsistent data, listings with incorrect URLs, Google & Bing search profiles for branches with minimal information that did not highlight branch value and stagnant traffic from organic and local search. In addition to these search-related issues, US Bank also was concerned about their website’s lack of mobile friendliness and slow speed.

The challenges summarized:

- **Branches did not have a good online presence:** Branches did not have a unique digital presence. The branch information on the US Bank locator page was sparse and did not create engagement and actionability. This led to missed opportunities to attract consumers to the branches.

- **Lack of mobile friendliness:** US Bank location pages were not mobile friendly, were difficult to find and were slow to load.
- **Hard to find due to bad information:** US Bank local branches had inaccurate and incomplete information across the digital spectrum, making it hard to be found and for consumers to connect.
- **Poor user experience:** URLs available to consumers through search engines led to incorrect or missing pages, 404 errors and a poor user experience.

The Solution

Milestone was selected as the US Bank vendor of choice based on its superior functionality and Milestone's unique value proposition of software + services, a holistic combination of Software as a Service (SaaS) products with dedicated digital marketing expertise on local search and SEO. US Bank began to leverage Milestone Local, Milestone's local-search and location management digital platform in late 2016.

As part of its "software + services" approach, Milestone cleansed and updated data for 1,175 ATMs and for approximately 3,000 branches located throughout the United States to maximize local visibility by geographical location. In addition, Milestone developed a dedicated API from US Bank's locator database to seamlessly distribute data throughout the Milestone promotion platform. Milestone was also asked to provide design and SEO consultancy for US Bank's newly created branch pages, to maximize digital branch exposure by implementing a sound structured data strategy, optimize mobile design and create the fastest possible experience for consumers.

The solution summarized:

- **Milestone provided consulting services for creation of "digital branches":** Milestone provided critical expertise and assistance in developing branch pages with a high focus on user experience, answering questions of interest to consumers, and leading to higher search visibility.
- **Branch data cleansing, consolidation, and digital distribution:** Milestone cleansed available branch data, ensured consistency, and distributed branch data across the digital spectrum, including mapping systems, major search engines and data aggregators.
- **State-of-the-art Search Engine Optimization Process:** Milestone developed a state-of-the-art SEO process by tagging all branch pages with appropriate structured data to make content highly visible to search engines and discovery end-points like mapping and navigation systems.

The Results

In the ten months since the initial implementation of Milestone Local, US Bank has seen a growth of 65% for the number of keywords they rank for in Google's "Local 3-Pack," providing greater visibility and traffic for local branches without any increase in other digital marketing expenditures. US Bank has also been able to benefit from a 17% increase in the number of consumers who found US Bank through search engines. Because of Milestone's efforts, US Bank has also seen the accuracy of their branch data grow to nearly 90% (from 60%), leading to increased outreach on the part of consumers. In fact, year-over-year, US Bank saw an increase of 112% in the number of searches for branches on Google Maps, a 109% increase in requests for driving directions, and a growth of 35% in "click-to-call" actions, from consumers reaching out to their local branch. Milestone also implemented schema tags across all branch

web pages for US Bank and helped create a new branch locator page to help their consumers engage in a more seamless, more engaging experience. Because of these changes, locator page impressions have increased 128% month-over-month since the new locator page was launched, and branch pages are projected to see a 55% increase in impressions for the same time.

The results summarized:

- **Increased keyword visibility:** US Bank saw an increase of 65% for the number of keywords they rank for in Google local search.
- **Higher search-engine visibility:** US Bank saw an increase of 19% in the number of consumers who found US Bank through search engines.
- **Higher visibility on Google Maps:** US Bank saw an increase of 64% in number of consumers who found US Bank on Google Maps.
- **Greater accuracy of listing data:** US Bank data quality scores grew from 60% to nearly 90%, making it easier for consumers to find and contact their local branch.
- **Consumers take more actions:** US Bank saw an increase year-over-year of 36.5% in clicks to their website, a 109% increase in driving directions and a 31% increase in click-to-call actions. Overall, US Bank saw an increase in Google My Business (GMB) actions of 58% year-over-year.