



## Connecting Financial Services with Customers

Easy Search Advertising can deliver more customers to your door with targeted Google and Yahoo! advertising campaigns.

### Who are we?

ineedhits.com are a leading search engine marketing company responsible for managing thousands of clients worldwide. We have over 10 years experience in online advertising to ensure your business success.

### What You Need to Know

Google and Yahoo! users are heavy financial service consumers. Search marketing is your opportunity to speak with these potential customers exactly when they're looking for your financial products and services.

Google users are:

- 24% more likely to apply online for a checking or savings account.
- 7% more likely to purchase tax software online.
- 14% more likely to apply online for a brokerage account.

Yahoo! Research Shows:

- Nearly 1/3 of searches for a banks name are researching new accounts at those banks.

### The Facts

People Searching Online Are Ideal Candidates for Financial Services

- Over half of them report an "Excellent" or "Good" credit history.
- They are in the gathering stage of their financial services lifetime.
- They are young—53% are between the age of 25 and 44.
- They have good incomes—49% bring home over \$60,000 per year.
- Loan searchers are 59% more likely to submit an application online than the average loan shopper online.

### The Opportunity

Financial companies can effectively target and influence these consumers by advertising where they perform their research - Google and Yahoo!.

- 98% of consumers "found what they needed" when searching online.
- More than 65% of consumers indicated that search was important or very important to their decision-making process—likely because it allows them to get to the information they need.
- Nearly 3 in 4 Google users have gone online to learn more about financial products and services.



75% used the web to learn more about a new Financial Services product or service



60% compared prices on a Financial Services product, service or information

The message is clear: Google and Yahoo! advertising is one of the best ways to generate new customers for financial services.

### Return on Investment

Here's an example using industry averages for financial services companies:

Click Package: \$10.00 /day

New Visitors: 440 /month

Our client averages show financial services companies convert around 4.25% of all traffic to sales. Based on this average, Easy Search Advertising would deliver:

- An extra 18 customers per month
- \$1,875 in monthly revenue (based on average order value of \$100)
- Over 440% ROI (return on investment)

### Ready to Get Started?

Call now to see how Easy Search Advertising can work for you. There are a range of packages available to suit your business and with click prices starting from only \$3 per day, it's easy to generate positive ROI from your campaign.

### Call Us Now

Call toll free

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