

Consumer Financial Marketing

TAB Spend & TAB Save Case Study

N O A H C I S N E R O S



High Level

The consumer space was relatively new for TAB, which poses some challenges when determining what marketing initiatives to invest in.

This Meta ad test was a 5-week campaign to gain insights into messaging, audience segmentation, positioning, and channel effectiveness. This was done through a series of tests.

Each Campaign had a tailored landing page experience with customized ad copy and creative to further enhance the test.



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Key Steps



Product Marketing

Do product research and brand products accordingly.

Test creative and messaging. Use customer-centric go-to-market tactics.

Strategy



Financial Impact

Make a positive impact on the bank/firm with budget allocations and ad performance.

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TAB Save

I suggested rebranding TAB Bank's High Yield Savings account to TAB Save to add branding impact.

This use a "branded house" approach.

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TAB Spend

Renaming HYS to TAB Save paved the way for the new rewards checking account to be named “TAB Spend.” This focused more on modern terms like “spending account” instead of checking account.

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Collaborate Internally



Deposit Group
Operations

Bank Strategy
Go-To-Market

Marketing
Advertising Budget

Bank Leadership
ROI

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Customer-Centric Go-To-Market Strategy

Focus on your customer. Focus on their pain points.

Build the product for them. Don't build a product and then find the right customers for it.

To market a financial product, you must first understand the balance sheet. To understand the balance sheet, you must first understand the business owner. To understand the business owner, you must first understand the customer.

Why, then, would we start with the product and not the customer? GTM requires you to think like a product owner but act like a marketer.



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Strategy & Testing



Testing

Who does the product help?

By focusing on customers who would benefit from having a rewards-checking product, I was able to use “life events” and interests to form a target audience.

What messaging converts?

I tested multiple version of creative with variations of messaging. I tested headlines in ads, as well as general messaging. “Earn when you spend,” did better than “online checking account.”

What channels do customers use?

By using channels to qualify potential customers, you can begin to drive improved results. I used Meta as it was more cost-effective and was a good place to find people who would use a rewards checking product.

What can we customize?

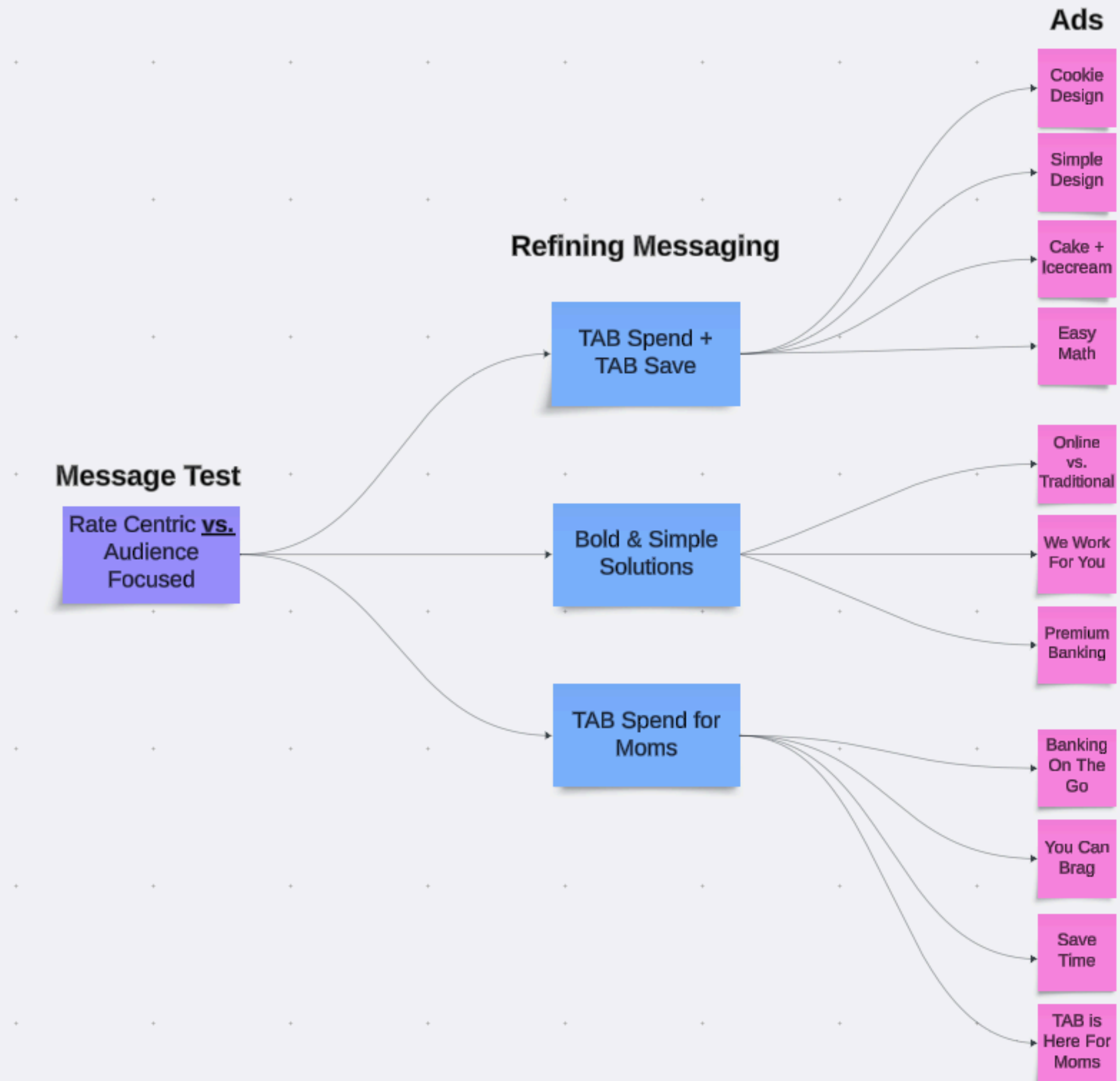
Finding ways to make landing page experiences unique to your audience is critical. I created a series of landing pages to test, landing on two designs and formats that drove more conversions. I also used first-party data to improve the machine learning of the platform.



Message Test Map

The first assumption to be challenged was if price or rate is the main driver for previous customer action.

Multiple product positioning messages and ad creative variations were tested, along with ad copy headlines.





Audience Segmentation

Audience targeting and segmentation are rightfully challenging in a regulated industry, especially banking, and investing.

Because of the discriminatory history of the financial industry, demographics can not be typically used.

This is very good. For marketers though, this poses a potential challenge as business school teaches you to target based on age, sex, income-level, etc.

What this campaign, and the other campaigns I have created, proved is that by focusing on firmographics and behaviors, you can succeed at having ethical market targeting.

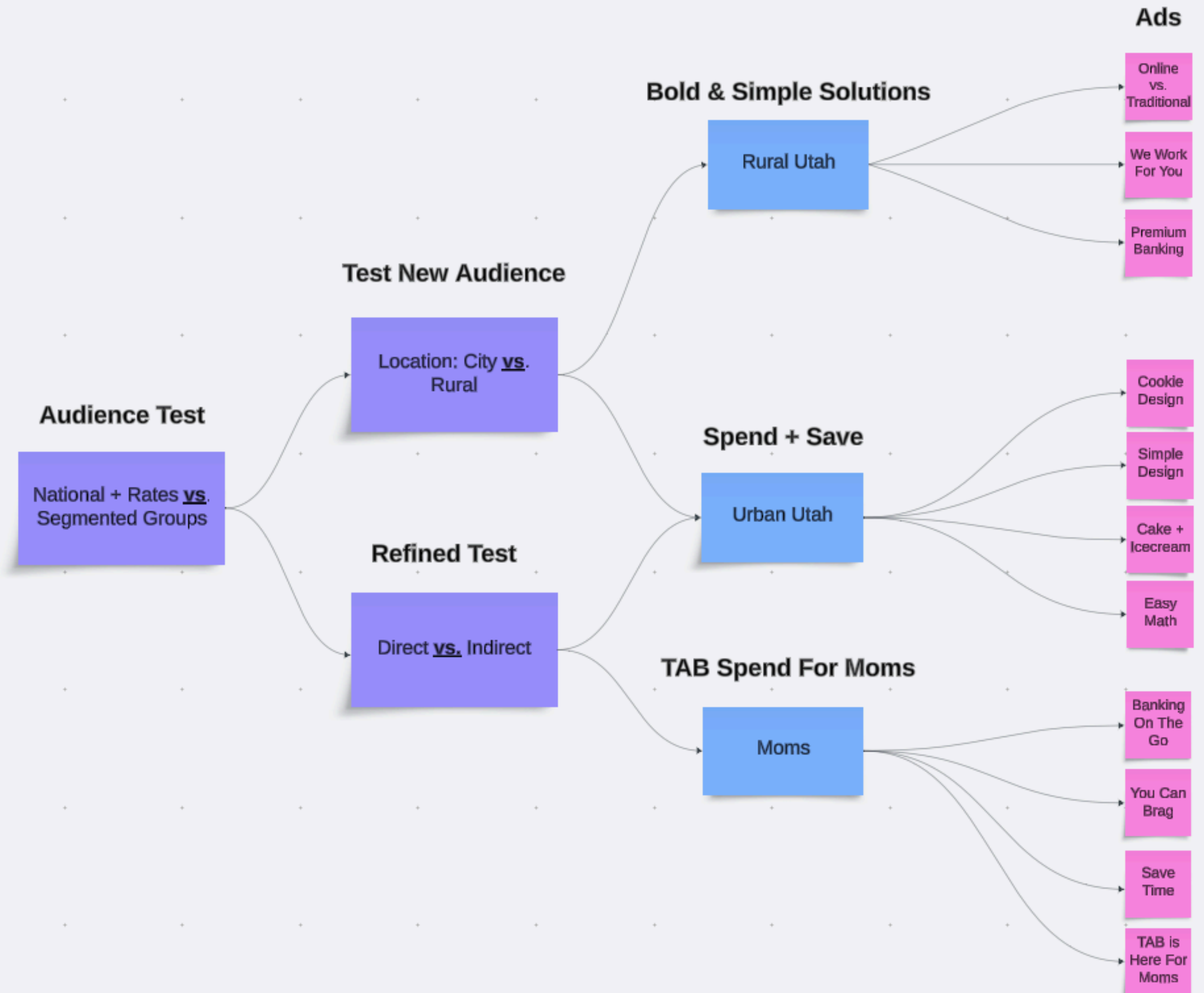
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Audience Test Map

The second assumption to be challenged was if campaigns should be national or localized.

To further assist with the message test, the audience test also included a direct segment (moms) with a broader segment to measure the impact of segmentation in marketing campaigns.









Campaign: Rates

- 1 **Meta advertising** on Facebook and Instagram is one of the most cost-effective ways of testing audiences. We have run billboard, affiliate, and event marketing programs to grow TAB Save with a rate-centric approach. This campaign used this same approach to provide a control group for the other messages tested.
- 2 This campaign used the creative developed by JIBE, an agency that provided these when the initial TAB Spend launch date was in Q1 of 2024.
- 3 This campaign targeted the US nationally as we have mainly focused marketing at a national level.




Creative



**TAB Bank**
Sponsored · 






A Checking Account Forged For Digital Banking.
Earn Great Rates With The TAB Spend Checking
Account. Apply Today.

**TAB spend.**
**TWO WAYS TO
GROW YOUR MONEY**
3.50% APY*
*ANNUAL PERCENTAGE YIELD
1.00% CASHBACK
MEMBER FDIC

go.tabbank.com
De-stress Your Banking
Experience.

 30

2 shares

 Like  Comment  Share

**TAB spend.**
**GROW MORE
GREEN**
MEMBER FDIC

3.50% APY*
*ANNUAL PERCENTAGE YIELD
1.00% CASHBACK

Rate Headlines
Beat National Rates
3.50% Annual Percentage Yield & 1.00% Cashback.
De-stress Your Banking Experience.
Earn more with TAB Bank today.
Great Rates. Great Banking.

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Best Performing Creative

Ad Copy

Beat National Rates

Image

 **TAB**spend.

**TWO WAYS TO
GROW YOUR MONEY**

3.50%
APY*

1.00%
CASHBACK

*ANNUAL PERCENTAGE YIELD

MEMBER FDIC

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Campaign Results:

TAB Spend Rates

Ad name	Amount spent (USD)	Clicks (all)	CTR (all)	Link clicks	Impressions	CPM (cost per 1,000 impressions)	Frequency	Results	Cost per result
Updated TAB Spend Rate	\$ 6,046.14	7613	69%	7256	1096324	5.51	1.89	5288	1.14
Rate Ad - Jibe Creative	\$ 2,469.21	2406	58%	1851	414818	5.95	1.57	1	2469.21
Total:	\$ 8,515.35	10,019	64%	9,107	1,511,142	6	2	5,289	\$ 1,235.18



Campaign: Spend + Save



1 The original Go-To-Market suggestion was to **rename** HYS to TAB Save, with the rewards product being TAB Spend, to provide multiple marketing opportunities to use a **Spend + Save approach**. This campaign did that.

2 Focusing on both TAB Save and TAB Spend allows consumers the chance to move all of their banking and deposits to TAB. It also provides a 1-2 punch narrative which can create a sense of stability and trust.



3 The most effective way of getting more conversion value from a billboard campaign is to **retarget** the area with digital online ads that provide easy access to the product. This campaign did that by targeting the urban areas of Utah along the path of the TAB Save and then later TAB Spend billboards.






Creative

 **TAB Bank**
Sponsored · 

Why use a bank account that makes you jump through hoops to get crumbs? Earn what you deserve with TAB Spend & TAB Save.




 **Earn When You Save**
 **TABsave.**



 **Earn When You Spend**
 **TABspend.**

 TAB Bank
Member FDIC


go.tabbank.com
Earn With TAB Spend & TAB Save.



[Apply now](#)

 Like  Comment  Share

 **TAB Bank**
Sponsored · 


Make the math easy with a TAB Spend and TAB Save account. Earn both interest and cashback, all online.

 **TABspend.** **3.50% APY***
1.00% Cash Back

  **TABsave.** **5.02% APY***

Easy Math



www.tabbank.com




 Member
FDIC



*Annual Percentage Yield

go.tabbank.com
Make Your Money Work for You


[Apply now](#)

  3


 Like  Comment  Share


 **TAB Bank**
Sponsored · 


We're growing to serve you better. Earn while you save, earn while you spend with TAB Bank.

 **TABsave.**

Earn 5.02% APY*
High Yield Savings Accounts

 **Theirs**



 **Ours**




 TAB Bank
Member FDIC

*Annual Percentage Yield

go.tabbank.com
Earn As You Spend & Save.
With a TAB Bank account, ...

[Apply now](#)

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Creative Cont.


**TAB Bank**
Sponsored · 

Bold financial solutions powered by TAB Bank. Ignite your earnings by opening a TAB Save and TAB Spend account.

Earn while you **save...**



Earn over **10x** the national average* with a High Yield Savings rate of 5.02% APY*

 **TABsave.**

*Annual Percentage Yield

Earn As You Spend & Save.

Apply now

Earn



3.50

1.0

Cash back every purchase

4


Like Comment Share


**TAB Bank**
Sponsored · 

Bold financial solutions powered by TAB Bank. Ignite your earnings by opening a TAB Save and TAB Spend account.

Earn while you **spend...**

Earn **3.50% APY*** AND **1.00%** Cash Back on every purchase





 **TABspend.**

*Annual Percentage Yield

Apply now


4


Like Comment Share

**TAB Bank**
Sponsored · 

Bold financial solutions powered by TAB Bank. Ignite your earnings by opening a TAB Save and TAB Spend account.

Why Not Both?



 **TABbank**

Apply now

4

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TAB Spend + TAB Save Headlines

Earn With TAB Spend & TAB Save.

Earn As You Spend & Save.

Make The Math Simple.

TAB Save + TAB Spend

Make Your Money Work for You

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Best Performing Creative


Ad Copy

Earn With TAB Spend & TAB Save.

Image

Rewards Checking
3.50% APY*

 **TAB spend. 1.00% Cash Back**

High Yield Savings
+  TAB save. 5.02% APY*

Easy Math

www.tabbank.com

Member
FDIC

*Annual Percentage Yield

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Campaign Results:

TAB Save + TAB Spend

Ad name	Amount spent (USD)	Clicks (all)	CTR (all)	Link clicks	Impressions	CPM (cost per 1,000 impressions)	Frequency	Results	Cost per result
Have Both	\$ 2,477.15	3578	63%	3548	568987	4.35	6.45	3548	0.70
Earn Both Pie + Ice Cream	\$ 2,045.11	3205	121%	3049	265117	7.71	2.93	3049	0.67
Billboard Ads	\$ 1,388.19	2141	48%	2125	441599	3.14	6.62	2125	0.65
Spend + Save	\$ 162.01	231	47%	235	48797	3.32	3.85	235	0.69
Total:	\$ 3,595.31	5,577	72%	5,409	755,513	5	4	5,409	\$ 0.67



Campaign: Bold & Simple



1 With TAB Bank being an all online bank there is the possibility that **small towns** could really benefit from the premium rates and quality products offered, such as TAB Save and TAB Spend. This campaign tested that theory to see how small towns engaged.



2 This campaign took more of a branded approach as TAB Bank has a presence in smaller towns from the **STAR** product. This is reflected in the creative. This campaign targeted rural areas in Utah.




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Creative


 **TAB Bank**
Sponsored · 

TAB Bank Was Founded For Truckers and Their Families. We Now Have Products For Everyday Banking, All Online.








**Premium Savings.
Premium Checking.
Premium Quality.
All Online.**



 **TAB bank**
Member FDIC



go.tabbank.com
Bold Online Banking
With a TAB Spend account,...

Apply now


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 **TAB Bank**
Sponsored · 


 


Our no-hassle dual rewards setup helps you relax and get the most from every dollar.



**Can your
bank do this?**


 **TAB^{save}.**
5.02% APY*




 **TAB^{spend}.**
3.50% APY* + 1.00% Cash Back



 **TAB bank**
Member FDIC



go.tabbank.com
**Premium Savings. Premium
Checking. Premium Qualit...**

Apply now


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 Like  Comment  Share


 **TAB Bank**
Sponsored · 

Our no-hassle dual rewards setup helps you relax and get the most from every dollar.








**You work hard
Your bank should too.**

 **TAB bank**
Member FDIC

go.tabbank.com
Bold Online Banking
With a TAB Spend account,...

Apply now

  42 1 share

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Bold & Simple Headlines

Banking Made Simple

Bold Online Banking

Earn Interest + Cashback With One Account.

**Keep It Simple With TAB Bank's Bold & Simple
Financial Solutions.**

**Premium Savings. Premium Checking.
Premium Quality. All Online.**

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Best Performing Creative

Ad Copy

"Premium Savings. Premium Checking. Premium Quality, All Online."

Image



**You work hard.
Your bank should too.**



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Campaign Results:

Bold & Simple Solutions

Ad name	Amount spent (USD)	Clicks (all)	CTR (all)	Link clicks	Impressions	CPM (cost per 1,000 impressions)	Frequency	Results	Cost per result
Banking Made Simple	\$ 3,069.82	4019	72%	3717	560542	5.48	6.74	3717	0.83
TAB Spend Premium	\$ 1,128.82	1731	50%	1685	346604	3.26	6.31	1685	0.67
Can Your Bank	\$ 885.84	1441	49%	1393	295710	3.00	6.92	1393	0.64
Total:	\$ 5,084.48	7,191	57%	6,795	1,202,856	4	7	6,795	\$ 0.71



Campaign: TAB Spend for Moms

- 1 Due to regulation limitations on segmentation within marketing targeting, the marketing team has not used specific persona targeting very frequently.
This campaign took the approach of **speaking directly** to moms to see how the product was accepted with a tailored audience message.
- 2 This campaign focused on **life-event** and family characteristics of motherhood and delivered imagery that aligned with it.



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Creative

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TAB Spend for Moms

Financial Solutions Built for an On-The-Go Lifestyle

Save Time and Earn More with TAB Spend

A Spending Account You Can Brag About

TAB Bank Is Here For Moms.

Online Banking On The Go

**TAB Bank**
Sponsored · 



A great rewards checking account that helps you simplify managing finances by offering interest and cashback with the same account.

**TAB Bank**
Member FDIC





Online Banking On The Go.



go.tabbank.com
TAB Bank Is Here For Moms.

Apply now


 2  1 share

 Like  Comment  Share


**TAB Bank**
Sponsored · 



Less time spent managing your family's finances means more time for the things that matter most.








TAB Bank Is Here For Moms.


**TAB Bank**
Member FDIC


go.tabbank.com
Financial Solutions Built for an On-The-Go Lifestyle

Apply now


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**TAB Bank**
Sponsored · 



Less time spent managing your family's finances means more time for the things that matter most.






A Spending Account You Can Brag About



**TAB Bank**
Member FDIC



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Financial Solutions Built for an On-The-Go Lifestyle

Apply now

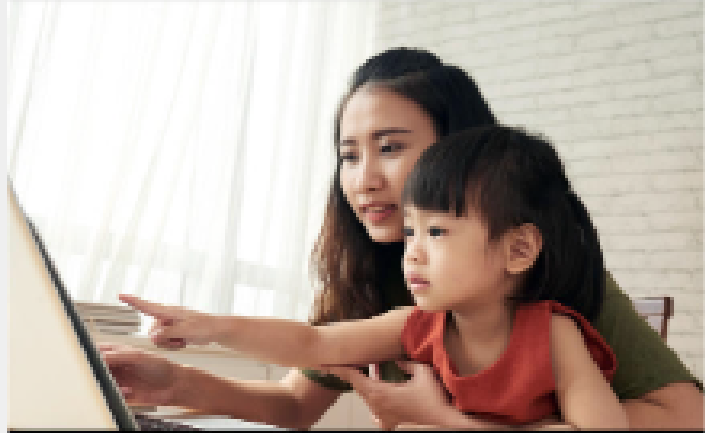
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Sponsored · 



Less time spent managing your family's finances means more time for the things that matter most.







Save Time and Earn More with TAB Spend

**TAB Bank**
Member FDIC

go.tabbank.com
Financial Solutions Built for an On-The-Go Lifestyle

Apply now

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Best Performing Creative

Ad Copy

"Financial Solutions Built
for an On-The-Go
Lifestyle"

Image



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Campaign Results:

TAB Spend for Moms

Ad name	Amount spent (USD)	Clicks (all)	CTR (all)	Link clicks	Impressions	CPM (cost per 1,000 impressions)	Frequency	Results	Cost per result
Online Banking On The Go	\$ 1,915.60	4336	37%	4356	1163234	1.65	8.42	4356	0.44
TAB is here for moms	\$ 1,823.11	3579	48%	3437	749152	2.43	6.14	3437	0.53
Save Time	\$ 1,359.95	2781	37%	2808	742003	1.83	7.09	2808	0.48
You Can Brag	\$ 982.73	2184	31%	2189	707154	1.39	6.93	2189	0.45
Total:	\$ 4,165.79	8,544	39%	8,434	2,198,309	2	7	8,434	\$ 0.49



All Campaign Results

All Campaigns

Campaign name	Ad name	Amount spent (USD)	Clicks (all)	CTR (all)	Link clicks	Impressions	CPM	Frequency	Results	Cost per result	Post reactions	Outbound clicks
TAB Spend - Rates Only	Rate Centric	\$ 6,094.32	7,691	70%	7,333	1,106,231	5.51	1.90	5,328	\$ 1.14	25	7,317
TAB Spend Is For Moms	Online Banking On The Go	\$ 1,922.94	4,350	37%	4,370	1,166,193	1.65	8.43	4,370	\$ 0.44	2	4,370
TAB Spend Bold & Simple	Banking Made Simple	\$ 3,081.94	4,031	72%	3,726	562,319	5.48	6.75	3,726	\$ 0.83	51	3,726
TAB Spend Is For Moms	TAB is here for moms	\$ 1,831.30	3,586	48%	3,444	751,692	2.44	6.15	3,444	\$ 0.53	45	3,440
TAB Spend + TAB Save	Easy Math	\$ 2,479.04	3,580	63%	3,550	569,404	4.35	6.46	3,550	\$ 0.70	5	3,555
TAB Spend + TAB Save	Earn Both Pie + Ice Cream	\$ 2,069.53	3,243	121%	3,083	267,452	7.74	2.94	3,083	\$ 0.67	5	3,086
TAB Spend Is For Moms	Save Time	\$ 1,368.31	2,798	38%	2,824	745,477	1.84	7.10	2,824	\$ 0.48		2,822
TAB Spend - Rates Only	Rate Centric - Long copy	\$ 2,469.21	2,406	58%	1,851	414,818	5.95	1.57	1	\$ 2,469.21	54	1,851
TAB Spend Is For Moms	You Can Brag	\$ 990.34	2,194	31%	2,200	710,826	1.39	6.94	2,200	\$ 0.45	3	2,200
TAB Spend + TAB Save	Billboard Cookie Design	\$ 1,389.10	2,143	48%	2,127	442,015	3.14	6.62	2,127	\$ 0.65	7	2,125
TAB Spend Bold & Simple	TAB Spend Premium	\$ 1,134.08	1,739	50%	1,692	347,952	3.26	6.31	1,692	\$ 0.67	22	1,692
TAB Spend Bold & Simple	Can Your Bank	\$ 889.47	1,446	49%	1,396	296,742	3.00	6.93	1,396	\$ 0.64	9	1,396
TAB Spend + TAB Save	Spend + Save	\$ 163.77	233	48%	237	49,018	3.34	3.85	237	\$ 0.69		237
Total		\$ 25,883.35	39,440	56%	37,833	7,430,139	3.78	5.54	33,978	\$ 1.31	228	37,817



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Key Test Learnings



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Best Performing Creative From All Test Campaigns

Ad Copy

"Financial Solutions Built
for an On-The-Go
Lifestyle"

Image



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Message Test Results

Rates Work

Despite the JIBE creative being simple and not well-loved internally at the bank, it performed the best when compared to all of the other creatives & messaging. It had the broadest targeting, but greatest number of clicks.

Be Direct

Using direct imagery that relates to the specific segment performed the best. Moving forward, within the limitations needed, marketing should take a more direct and segmented approach to creative, imagery, and experience.



Audience Test Result

Use Segmentation

In all cases, having a more tailored ad and landing page experience increased CTR and reactions. Several of the ads in the mom segmented campaign did the best. Taking personalized life events when forming personas can lead to better engagement and impact from creative and advertising investment.

Urban AND Rural

Both urban, national, and small towns all engage well with the material. However, there was no data to support that urban areas perform better than other areas.



Moms

I created ad copy, images, and landing pages to speak directly to how a rewards checking account product could help moms who manage their family finances.

After testing this audience, the creative was refined, targeting refined, and experiences improved. I continued to target this audience as it performed well.

To avoid creative bias, I had several associates of mine who are moms provide feedback on the creative and copy. I used interests and other life-stage points of data to prevent excluding anyone who would still be a good fit, but to provide a direct approach with marketing.

Rate-centric

When raising deposits, the danger is that as a high rate is lowered, you will lose customers. For this reason, I tested different ways of presenting the product.

I found that using creative imagery connected with rates led to more account applications and account openings.

The creative, messaging, and landing page experience was catered towards creatively discussing how rates matter and how the product was highly differentiated.

This campaign had a national reach and also retargeted an area where corresponding billboards were advertising the product.



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Applied Learning



CISNEROS

Creative: Moms

Take control of your finances
with the power of TAB

TABspend.

3.50% APY*
+ 1.00% Cash Back

TABsave.

4.52% APY*

*Annual Percentage Yield



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TAB Bank
Sponsored · 🌐



A great rewards checking account that helps you simplify managing finances by offering interest and cashback with the same account.



**Online
Banking
On The Go.**

go.tabbank.com
TAB Bank Is Here For
Moms.

Apply now



2

1 share



Like



Comment



Share



TAB Bank
Sponsored · 🌐



Less time spent managing your family's finances means more time for the things that matter most.



**Save Time and Earn
More with TAB Spend**



go.tabbank.com
Financial Solutions Built for
an On-The-Go Lifestyle

Apply now



1



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Mom Page

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Don't Settle For Less



Other Accounts



Earn High Yield Interest Rates And
CashBack With TAB Spend + TAB Save

Apply Now



ANNUAL PERCENTAGE YIELD (APY)	CASHBACK ON PURCHASES	MIN. DEPOSIT TO OPEN
3.50%	1.00%	\$0.00



ANNUAL PERCENTAGE YIELD (APY)	MIN. DEPOSIT TO OPEN
4.37%	\$0.00

Rates effective as of October 9, 2024.
Interest rates and annual percentage yield (APY) may change at any time, at TAB's discretion, without notice. Minimum balance to obtain APY is \$0.01. The standard deposit insurance amount is \$250,000 per depositor, per FDIC-insured bank, per ownership category ([learn more](#)).



Smarter. Simpler. Better.

Our no-hassle dual rewards setup helps you relax and get the most from every dollar.

TAB Bank is on a mission to empower moms with financial solutions built for an on-the-go lifestyle. With TAB Bank, you can earn with every dollar you spend, and every dollar you save.

A single TAB Spend account that earns cashback on purchases and pays interest on your daily balance means less time spent transferring funds between savings and checking. Less time spent managing your family's finances means more time for the things that matter most.

Earn 4.37% APY When You Save AND
1.00% Cashback When You Spend!

Earn nearly 10x the national average with TAB Bank
checking and saving accounts.

*According to FDIC Monthly Rate Day Information as of September 18, 2024.

Start Earning





CISNEROS

Creative: Rate

Can your bank do this?

 **TABsave.**
4.52% APY*

 **TABspend.**
3.50% APY* + 1.00% Cash Back

 **TABbank**
Member FDIC

*Annual Percentage Yield

Rewards Checking
3.50% APY*

 **TABspend.** 1.00% Cash Back

High Yield Savings
+  **TABsave.** 4.52% APY*

Easy Math

www.tabbank.com

 **TABbank**
Member FDIC

*Annual Percentage Yield

Don't Settle For Less

4.37% APY* **3.50%** APY*


TABsave. **TABspend.**
+ 1.00% Cash Back

 **TABbank**
Member FDIC


*Annual Percentage Yield

Two ways to bank smarter

TABspend.
3.50% APY + 1.00% Cash Back



TABsave.
4.52% Annual Percentage Yield

 **TABbank**
Member FDIC

Disclaimer: I am an employee of TAB Bank. The postings on this deck are my own and do not necessarily reflect the views of TAB Bank or other TAB Bank employees. No TAB Bank products, rates, or services are offered on this website or by me in any form at any time.



CISNEROS

Rate Page

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Don't Settle For Less



Other Accounts



 **TAB**bank

Beat National Rates & Earn More With
TAB Spend + TAB Save

[Apply Now](#)

 **TAB**spend.

ANNUAL PERCENTAGE YIELD (APY)	CASHBACK ON PURCHASES	MIN. DEPOSIT TO OPEN
3.50%	1.00%	\$0.00

 **TAB**save.

ANNUAL PERCENTAGE YIELD (APY)	MIN. DEPOSIT TO OPEN
4.37%	\$0.00

Rates effective as of October 9, 2024.
Interest rates and annual percentage yield (APY) may change at any time, at TAB's discretion, without notice. Minimum balance to obtain APY is \$0.01. The standard deposit insurance amount is \$250,000 per depositor, per FDIC-insured bank, per ownership category. [Learn more](#).

Earn 4.37% APY When You Save AND
1.00% Cashback When You Spend!

Earn nearly 10x the national average with TAB Bank
checking and saving accounts.

*According to FDIC Monthly Rate Day Information as of September 16, 2024.

[Start Earning](#)



Don't Settle For Less

4.37% **3.50%**
APY* APY*

TABsave. **TAB**spend.

Make The Math Easy.

Our no-hassle dual rewards setup helps
you get the most for your money.

Why choose between cashback and interest? Earn both. TAB Bank is on a mission to lift and empower your financial future by creating simple solutions for savings and every day checking. You can earn with every dollar you spend, and every dollar you save.



Results

Oct. 17th - Dec. 9th

Campaign name	Result type	Results	Reach	Frequency	Cost per result
Moms	Website purchases	367.00	58,024.00	4.82	\$ 48.92
	Amount spent (USD)	Impressions	CPM (cost per 1,000 impres	Link clicks	CPC (cost per link click)
	\$ 17,955.18	279,672.00	\$ 64.20	2,629.00	\$ 6.83
	CTR	Clicks (all)	CTR (all)		Website purchases
	0.94	3,978.00	1.42		367.00

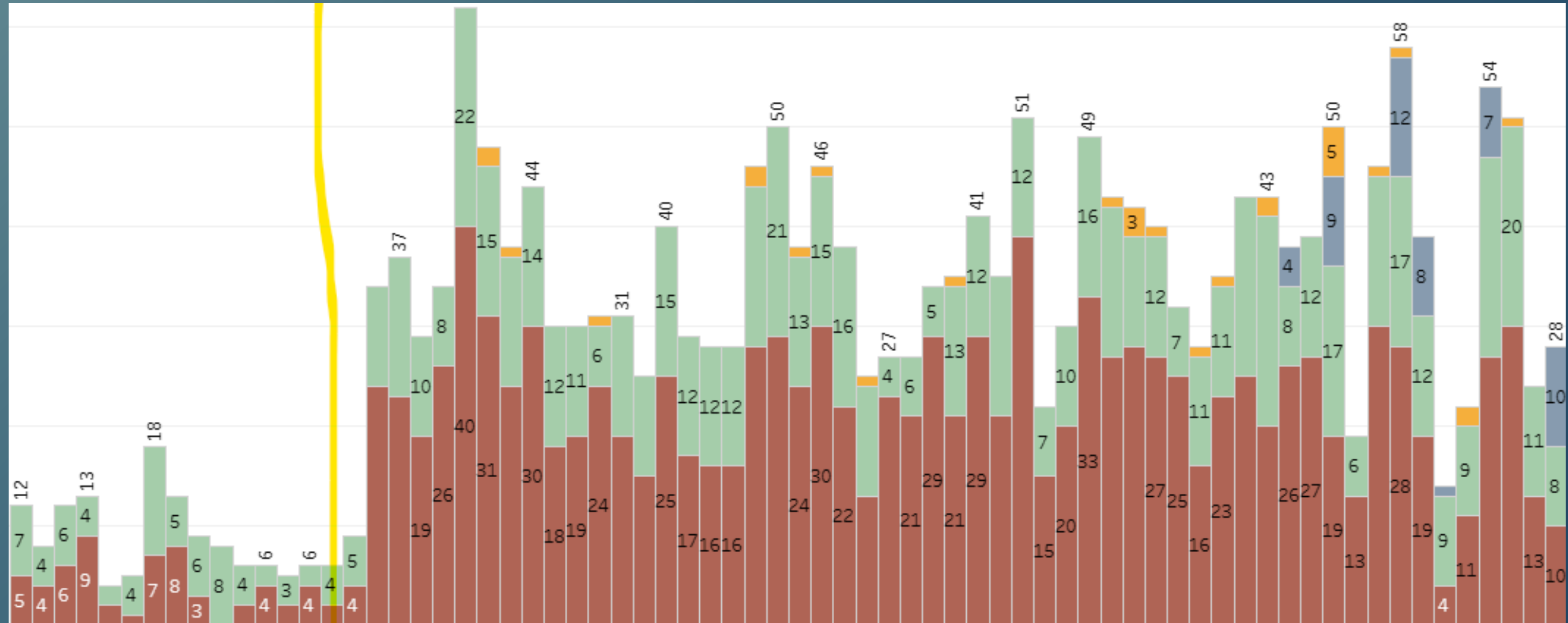
Rate-Centric	Result type	Results	Reach	Frequency	Cost per result
	Website purchases	446.00	39,776.00	8.40	\$ 31.52
	Amount spent (USD)	Impressions	CPM (cost per 1,000 impres	Link clicks	CPC (cost per link click)
	\$ 14,056	334,036	\$ 42.08	3,504	\$ 4.01
	CTR	Clicks (all)	CTR (all)		Website purchases
	1.05	5,462	1.64		446

Total Spent	\$ 32,011
Total ad to application submission	813
Total New Deposit Customers	1,622
Cost per customer	\$ 19.74



Deposit Volume Trend

campaign starts



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“Mental availability is about making your brand known and easily thought of in **buying situations.**”

Prof. Jenni Romaniuk, Ehrenberg-Bass Institute

“Mind-share **leads** to market-share.”

LinkedIn B2B Institute



Noah Cisneros | Adaptable Growth Marketing

THANK YOU

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