



Saudi Arabia Investment Bank starts targeting mobile users and sees a 90% reduction in cost per lead



About SAIB

- Commercial bank, specializing in customer finance and salary accounts on the personal banking side of the business
- Riyadh, Saudi Arabia

Goals

- Penetrate the mobile market to ensure customer reach and relevance
- Minimize cost per lead
- Maximize number of leads

Approach

- Target mobile users via Google's search and display advertising
- Website optimized for mobile browsing with added click-to-call and store locator functionality

Results

- Up to a 90 per cent reduction in cost per lead through mobile
- 67 per cent more mobile conversions than desktop conversions

About SAIB

Set up in 1978 as an investment bank, SAIB has become one of the main commercial banks in Saudi Arabia. It now has a total of 59 branches and over 350 ATMs. Shifting its focus to commercial banking in 2005, SAIB, through its Personal Banking department, caters mainly for Saudi nationals aged 25 to 45 who work in government departments, government-run institutions and private sector companies. Its main products are customer finance and salary accounts.

The move to mobile

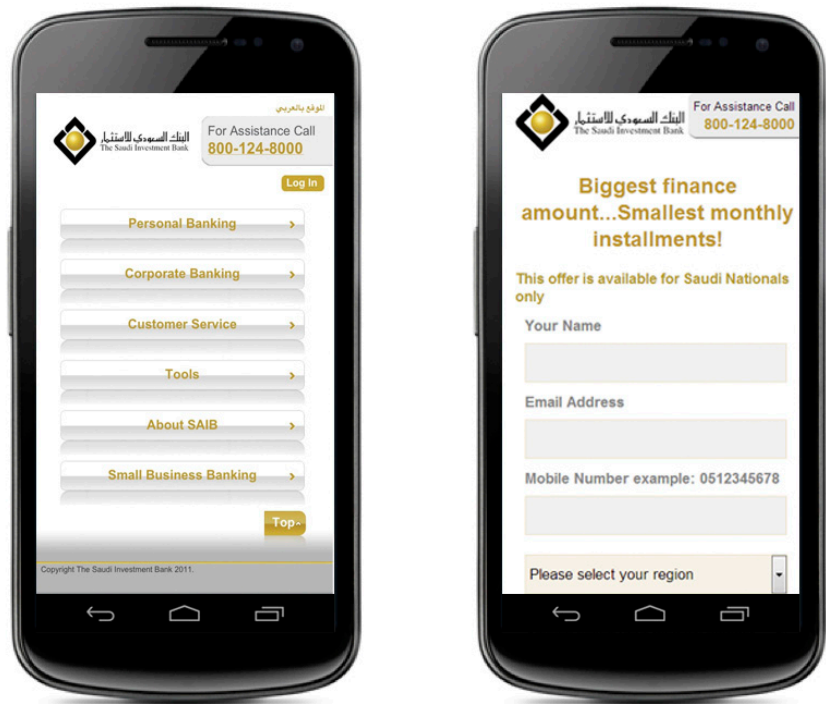
In 2011, recognizing an ongoing shift in the online habits of its target customer base from desktop to mobile, SAIB realized it was vital they penetrate the mobile market to continue to reach and meet the needs of new and existing customers. "To be more relevant to our customers, we had to make ourselves visible to an extremely mobile-savvy population," explains Samer Al Rayyan, Assistant General Manager of Personal Banking. "Mobiles have become an extension of people's personalities. If you're not in the mobile space, you're not reaching out to your customers."

SAIB began targeting mobile users through Google AdWords – first through mobile display ads and then through mobile search – with the aim of generating leads, in this case defined as the submission of an application form for a loan, bank account or other product. Mobile leads can take the shape of a submission of the mobile-specific version of the application form, an inbound call or someone walking into a branch.

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— Bobby Kakar, head of marketing and product development.

To ensure it maximizes the return of its mobile ads, the bank has revamped its online mobile presence. "We've optimized our site for mobile browsing, and we've made sure that our mobile interface is as user-friendly as possible for our audience," says Bobby Kakar, head of Marketing and Product Development. This allows SAIB to target mobile users more effectively and gives customers new ways of interacting with the bank and its products. The site includes click-to-call functionality, and customers can now submit applications and access their accounts through their mobile devices. SAIB measures the number of calls it receives and analyzes the source of each lead. "We've also created a new mobile tool," says Samer. "It's a GPS-enabled branch locator that allows customers to search for and find their nearest SAIB branch or ATM." SAIB also captures the total number of clicks to the store locator, to help them better understand the full value of mobile.

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The results

“Mobile has been extremely productive for us,” says Bobby. “The key metric I focus on is cost per lead. Mobile gives us more leads than desktop, and it’s much more cost-effective. It’s really a no brainer.” Comparing conversions across devices, the number of mobile conversions is 67 per cent higher than the number of desktop conversions. Bobby also calculates that the cost per lead through mobile is 50 per cent more cost-effective than through desktop, and 90 per cent more cost-effective than through other online advertising channels.

The future is multi-device

Mobile has been so successful for SAIB that it is starting to influence the bank’s vision and overall approach to online marketing. “We’ve already launched our mobile-banking app, and we now use QR codes in all of our campaigns,” explains Bobby. “Search advertising is also something we’ve come to rely on – it’s no longer just a campaign tool, it’s a sales channel.” As mobile becomes more important to SAIB’s approach, the bank is always looking for new ways to promote the importance of the mobile space for marketing and maintaining relevance with the bank’s customer base. “For me, mobile is the most important way to reach customers,” says Samer. “It’s the way forward.”