

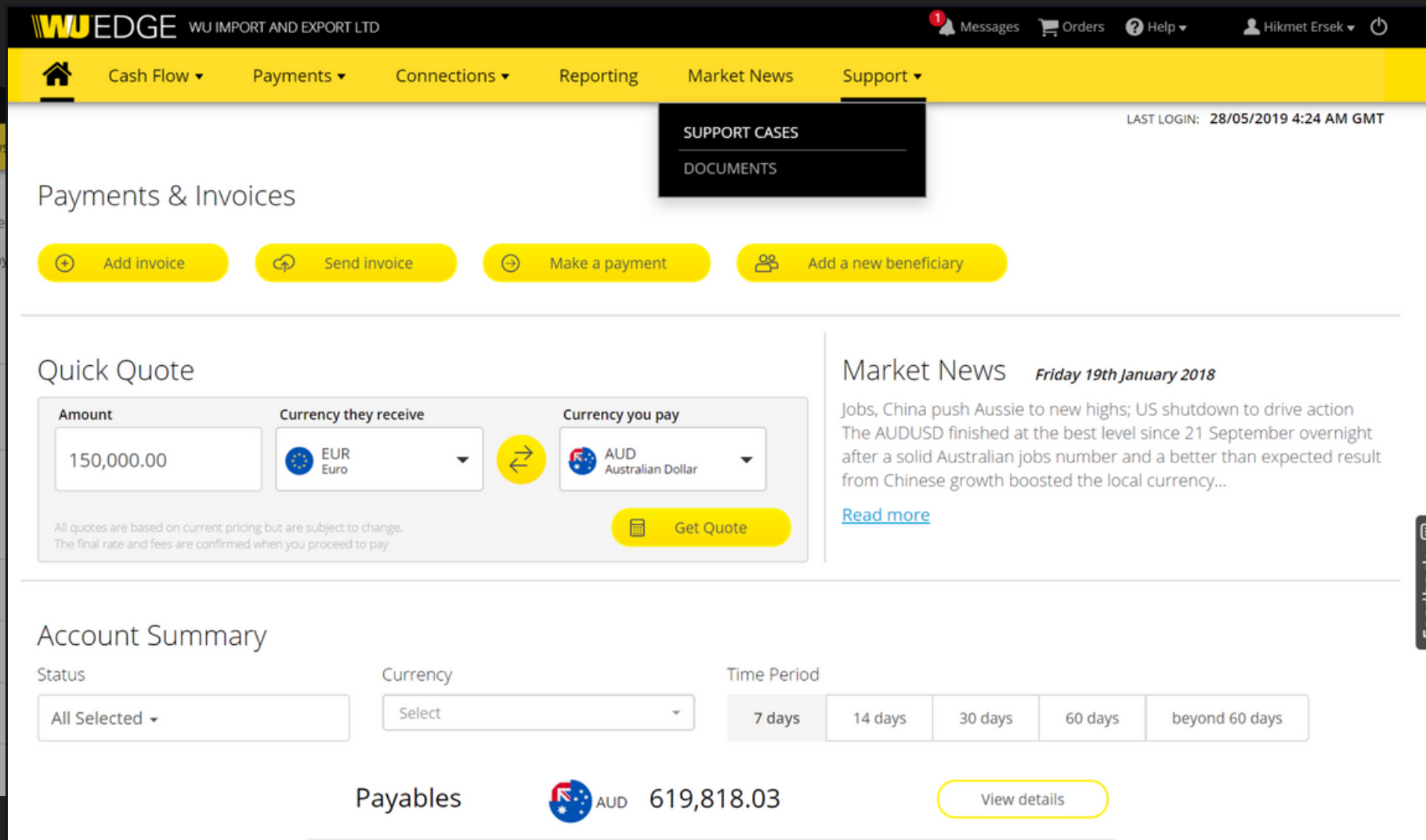


CAMPAIGN CASE STUDY

17.03%
CTR

16.29%
CVR

\$3.50
CPL



The screenshot shows the WUEDGE interface for WU IMPORT AND EXPORT LTD. The top navigation bar includes 'Cash Flow', 'Payments', 'Connections', 'Reporting', 'Market News', and 'Support'. A dropdown menu for 'Support' is open, showing 'SUPPORT CASES' and 'DOCUMENTS'. The main content area is titled 'Payments & Invoices' and features four action buttons: 'Add invoice', 'Send invoice', 'Make a payment', and 'Add a new beneficiary'. Below this is a 'Quick Quote' section with a form for currency conversion: Amount (150,000.00), Currency they receive (EUR Euro), and Currency you pay (AUD Australian Dollar). A 'Market News' section dated Friday 19th January 2018 provides a brief update on the AUDUSD rate. At the bottom, an 'Account Summary' section shows 'Payables' for AUD 619,818.03 with a 'View details' button. The interface also displays a 'LAST LOGIN' timestamp of 28/05/2019 4:24 AM GMT and various utility icons like Messages, Orders, and Help.

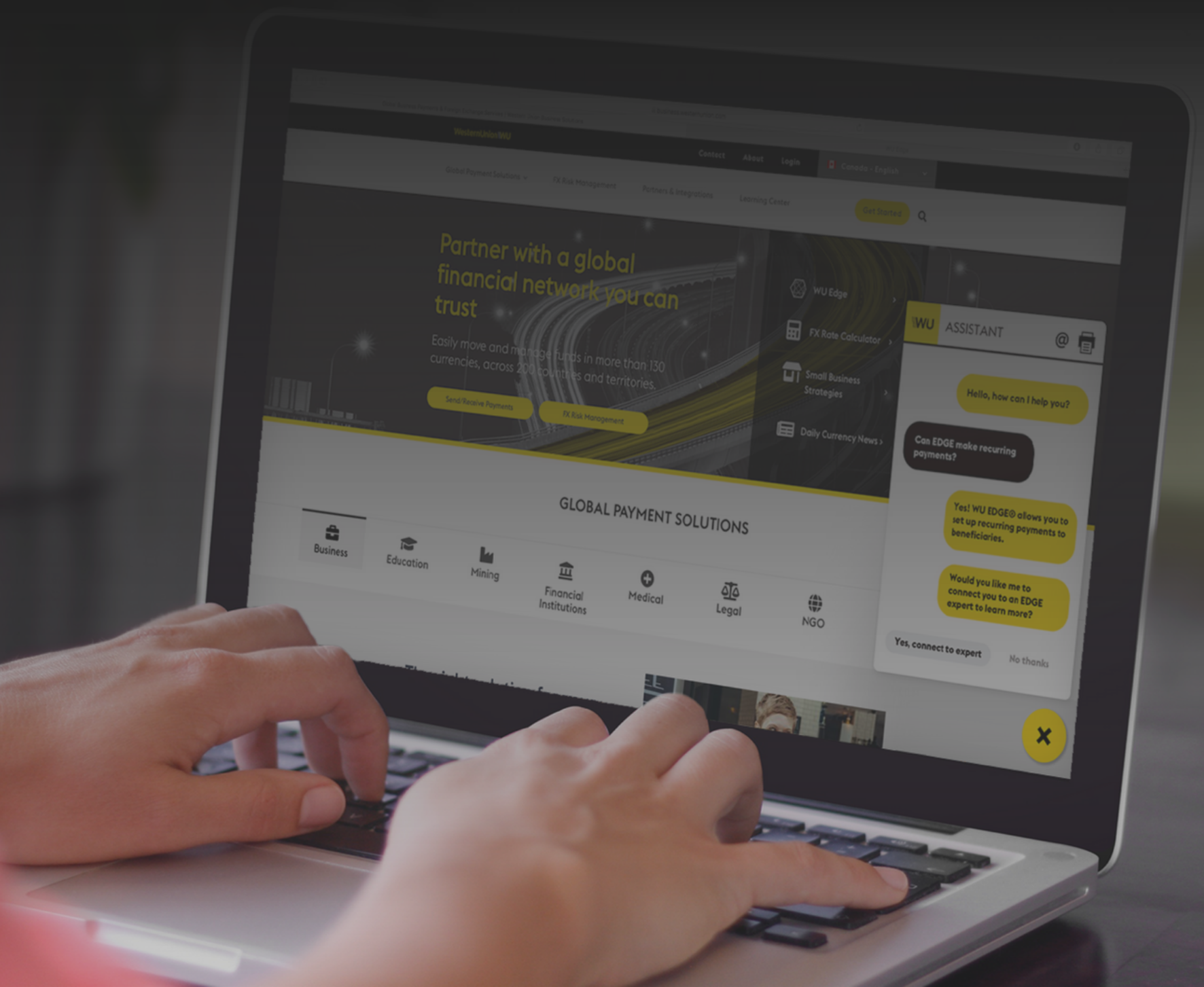


THE OPPORTUNITY

Old brand, new position

Western Union is a Fx payment platform that allows businesses to send and receive money to 200+ countries. Most Fx payment services are largely undifferentiated and compete primarily on price (lowest fees).

To accelerate growth Western Union needed to a new angle to drive new business customers in an oversaturated market with extremely high customer acquisition costs.





THE CHALLENGE

Illusive & expensive customers

B2B Fx payments is a mature market with dozens of services competing for the same customer. ICPs are illusive, tend to trust established financial institutions (banks) and are reluctant to adopt new fin tech solutions — even from the most trusted brands.

The industry average cost per lead (CPL) was well over \$100 and digital-first competitors like Wise and Paypal owned the majority of the online Fx payments market.



Our Strategy



Plan for volatile markets and help protect your business profits.

[Learn more](#)

WesternUnion **WU**
Business Solutions



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[Learn more](#)

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Business Solutions



Learn how student behavior is shifting.

[Learn more](#)

WesternUnion **WU**
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THE STRATEGY

Longtail & differentiation

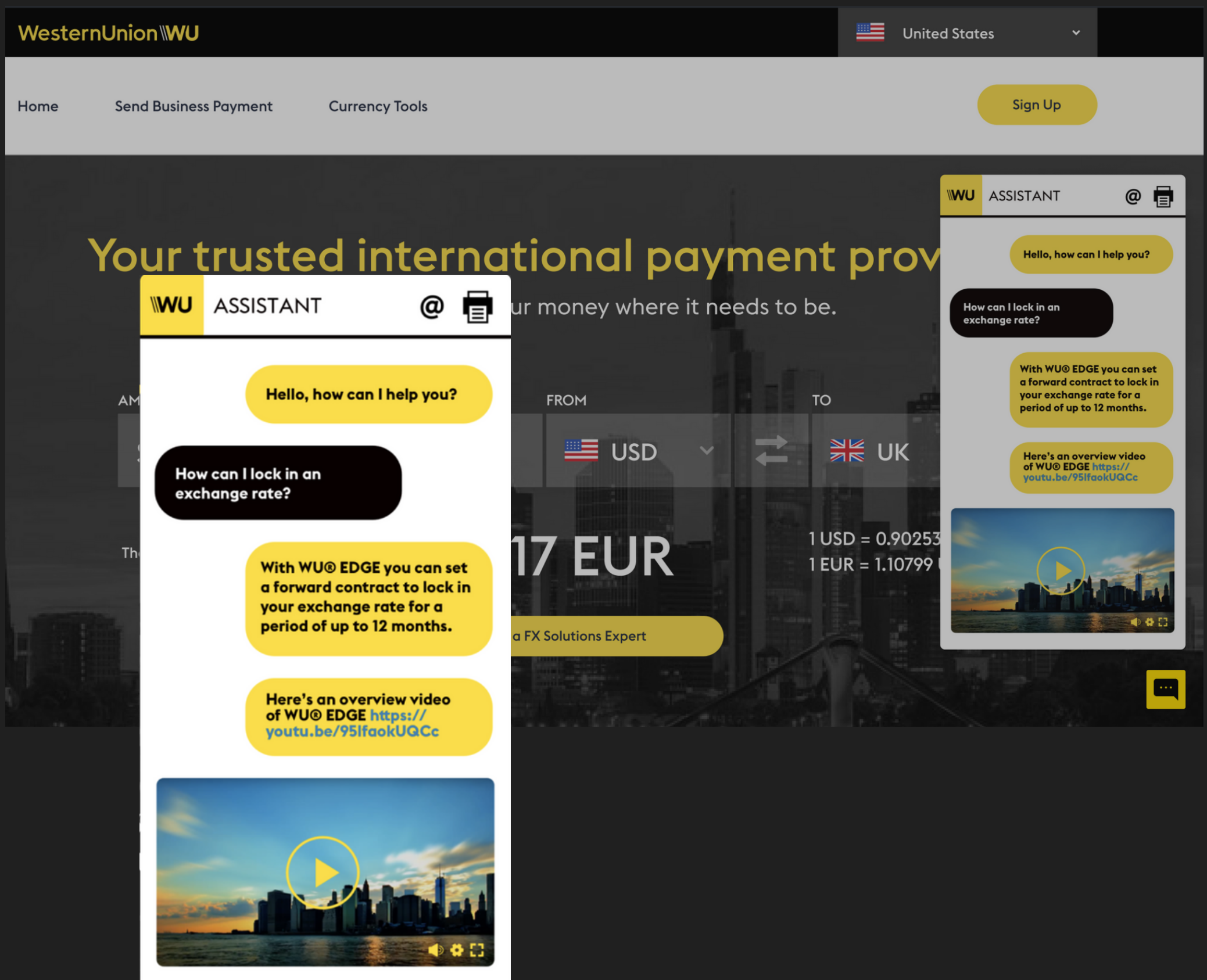
First, we tackled activation (demand capture). We quickly set to work building out a multi-country search ads, longtail keyword lists and fresh new landing pages. Hundreds of keywords like “transfer money from US to New Zealand” and “bank to bank wire transfers usd to pounds” let our dedicated media buyers find potential customers with the highest purchase intent to keep acquisition costs down.

Next we tackled awareness (demand generation). Display campaigns to drive brand salience and generate more searches and direct visits. Rather than focusing on low fees, we designed ads that empowered business owners to take control of their Fx payments with no-fee access to online Fx strategists.

TESTING LIMITS

Landing pages for the win

Redesigned landing pages, complete with a chatbot and learning center, gave prospects confidence and increased conversion rates by 135%.



The image shows a screenshot of the Western Union website's landing page. The page features a dark header with the Western Union logo and a navigation menu. The main content area has a cityscape background and text promoting international payment services. Two chatbot overlays, labeled 'WU ASSISTANT', are positioned on the page. The left chatbot is open, showing a conversation about locking in an exchange rate and a video link. The right chatbot is also open, showing a similar conversation and a video player. The background page includes a currency converter showing USD to UK and EUR rates, and a 'Sign Up' button.

WesternUnion WU United States

Home Send Business Payment Currency Tools Sign Up

Your trusted international payment provider

... your money where it needs to be.

FROM TO

USD UK

17 EUR

1 USD = 0.90253
1 EUR = 1.10799

a FX Solutions Expert

WU ASSISTANT

Hello, how can I help you?

How can I lock in an exchange rate?

With WU@ EDGE you can set a forward contract to lock in your exchange rate for a period of up to 12 months.

Here's an overview video of WU@ EDGE <https://youtu.be/95IfaokUQCc>

WU ASSISTANT

Hello, how can I help you?

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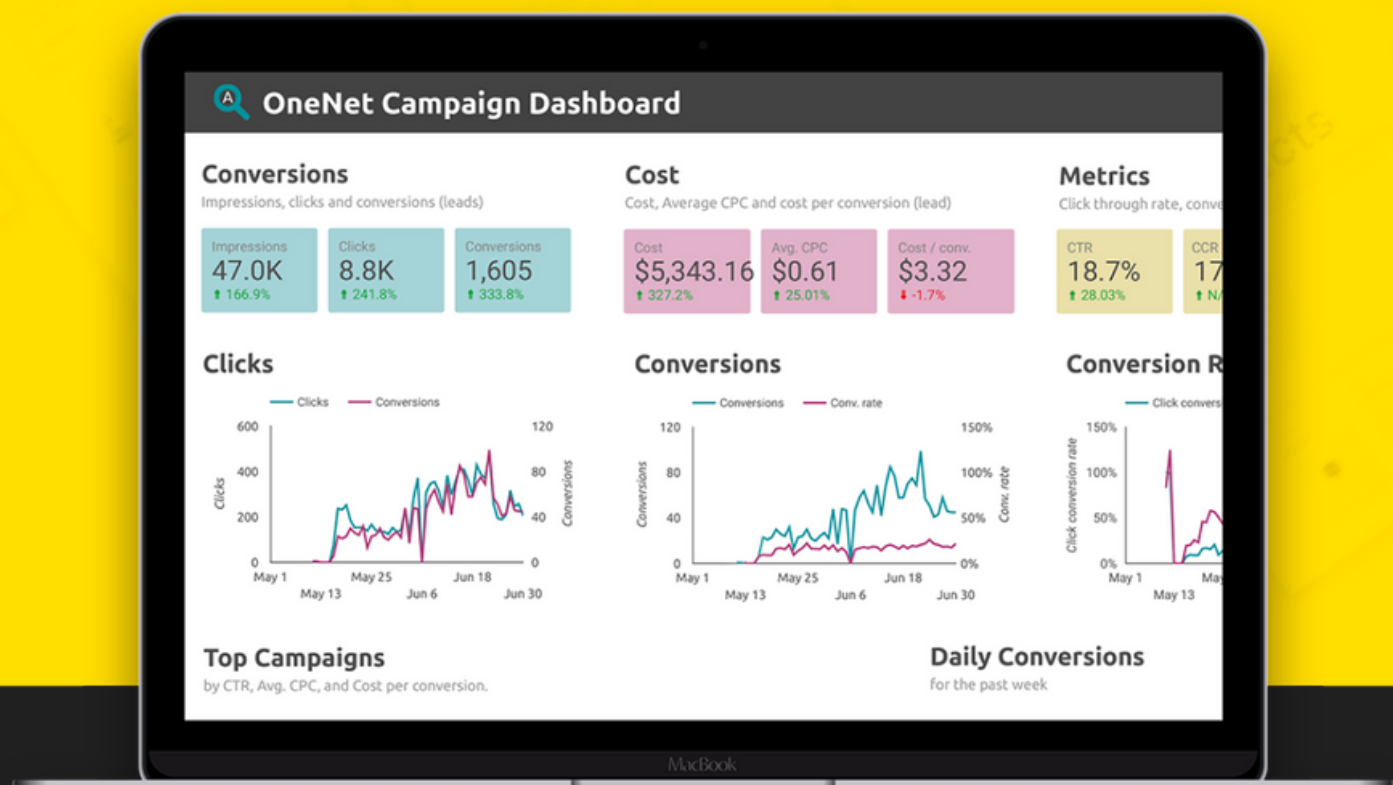
TESTING LIMITS

Help from AI

In addition to a chatbot for the landing page, we also built an internal campaign optimization AI. This AI connects to all major ad platforms, GA4, Search Console and Hotjar to learn funnel behavior and deliver actionable insights to our media buying team.

For Western Union campaigns, our optimization AI detected that most users were clicking ads from their desktop computers, then returning to complete signups from their smartphone. It also detected that users signing up from mobile devices had an LTV 1.9x higher than desktop users.

With evidence in hand, the client happily gave us additional budget to expand mobile campaigns and acquire more customers. We wrote new copy to appeal to users on the go and launched our mobile campaigns two days later. The result? — An increase in the mobile CTR by 27% and the conversion rate by 11%!





WINNING CUSTOMERS

How we stack up

WESTERN UNION

17.03%
CTR

\$0.57
CPC

16.29%
CVR

\$3.50
CPL

INDUSTRY AVERAGE

2.65%
CTR

\$3.72
CPC

7.19%
CVR

\$51.74
CPL



One vision that nets results

"The campaigns brought in more customers than we expected at a fraction of the cost that we were getting in other ways. My custom reporting dashboard lets me see the results in real-time and the entire process with One Net has been seamless. Would definitely recommend."

Robert Young, Head of Demand Generation

Let's talk

