CASE STUDY

PickYourBank.com

Fintech, United States

PickYourBank.com is a leading US financial product comparison platform helping consumers compare and choose across Savings, Checking, HELOC, Business Checking, and CDs. Z2A Digital lifted on-site engagement, doubled conversion efficiency, and added an AI-driven retention layer.

CHALLENGE

Like most comparison platforms, PickYourBank.com's growth was bottlenecked by a classic one-and-done funnel: a visitor compares offers, clicks out once, and is gone, leaving engagement and lifetime value on the table. Solving this meant going beyond traditional user acquisition, into on-site conversion optimization and a post-visit retention channel, territory that typically sits outside a media agency's remit.

Z2A's approach

STRATEGY

Sharpen the on-site experience

We optimized the on-site experience so more visitors click through to partner offers in the first place, lifting site CTR from ~20% to ~30%.

Lift conversion efficiency

We focused on turning a larger share of those clicks into qualified leads and funded accounts, more than doubling the conversion rate.

Layer in AI-driven retention

Beyond acquisition, we helped add Earny, an AI finance assistant on WhatsApp and Telegram, and OneReview, a Smart Comparison link for influencers, giving users reasons to come back beyond a single visit.

Results

20% → 30%
Site CTR

2X+
Conversion rate

Earny
AI-driven retention layer, on WhatsApp and Telegram

