



CASE STUDY

ADB is a universal bank offering full range of banking products and services in retail, commercial, corporate and investment banking. Its business focus is universal banking with development focus. The headquarters is located in Accra, with operations in Ghana. Founded in 1965.



We inform.
We entertain.
We connect.

Africa



RDM PROPOSITION

- ADB and RDM Ghana reached an agreement of providing ADB with higher online reach on the Deposit and Win Promo and ADB IPO campaign.
- Between 3-5 unique posts goes live on ADB Facebook Page daily, we post rich contents news, by serving as the E-Customer Service Team.



RESULTS & OBSERVATIONS

- We have delivered over 241.2k Impressions through **Twitter** as at now and over 1,013 Twitter followers at 835.1% increase.
- We have delivered over 363,0807 Impressions through **Facebook** as at now and over 4400 Facebook Page Likes and post reached 355,101 at 75%.

