



Fidelity Bank

2Q Marketing Summary Report

May/June 2021



Campaign

Goal:

Create brand awareness, drive online landing page traffic and market Fidelity Bank to business owners/customers. Created assets through on-location video production and commercial production leading up to May campaign launch.

Tactics:

- Google Search PPC
- Broadcast TV & Radio
- Site Retargeting
- Facebook/Instagram Ads
- TBJ Print

Google Ads - Search PPC

June 2021 Campaign Performance

Impressions

8,419

CTR

3.61%

Total Clicks

304

Conversions

6

May 2021 Campaign Performance

Impressions

6,563

CTR

3.41%

Total Clicks

224

Conversions

7

Average Google Search click-through rate benchmark comparison*

Across All Industries

3.17%

Finance & Insurance

2.91%

Consumer Services

2.41%

Google Ads - Search PPC

May & June 2021 Top Performing Keywords: (impression rank)

Search Keyword	Clicks	Impressions	CTR
Business loans	162	4,725	3.43%
Business loan	165	4,671	3.53%
Business account	92	2,626	3.50%
Banking for business	26	719	3.62%
Business bank accounts	16	622	2.53%

Site Retargeting

May 2021 Campaign Performance (retargeting began on 5/20/21 after building large enough audience through universal site pixel, running 2 creative ad sets)

Impressions
125,500

CTR
0.25%

Total Clicks
308

Attributions
-



Site Retargeting

June 2021 Campaign Performance (retargeting began on 5/20/21 after building large enough audience through universal site pixel, running 2 creative ad sets)

Impressions
250,501

CTR
0.16%

Total Clicks
389

Attributions
95



Broadcast TV

TV May Flight 4/27-5/23

Commercial Units

1,057

TV June Flight 5/31-6/20

Commercial Units

558

Total for both flights (M35-64, A35-64)

Reach

92%

Frequency

5.9

Impressions

2.4M

Broadcast Radio

Radio May Flight 4/27-5/23

Commercial Units

148

TV June Flight 5/31-6/20

Commercial Units

74

Total for both flights (M35-64, A35-64)

Reach

20.6%

Frequency

6.7

Impressions

525K

Added Value

TV WNCN CBS17

- Negotiated Fidelity Bank logo inclusion during morning traffic sponsorships
- Sponsorship across CBS17.COM including mobile app
- Bonus commercials at no charge throughout campaign
- Bonus week of 6/21

iHeart Radio

- Guest feature of Fidelity Bank CEO on CEO's to Know podcast. Promotional spots on all Raleigh iHeart properties

106.1 WTKK and 99.9 The Fan Radio

- Bonus commercials at no charge throughout campaign

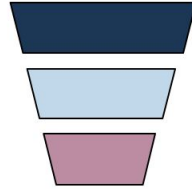
Added Value



Mary Willis, President & CEO of Fidelity Bank

Jun 14, 2021

CBS17.com DELIVERY



May 2021

Impressions	85,011
Clicks	94
Click-through Rate	.11%

PERFORMANCE BY CREATIVE SIZE

Ad Size	Impressions	Clicks	CTR
300x250	24,754	18	0.07%
320x50	50,865	72	0.14%
728x90	9,392	4	0.04%

PERFORMANCE BY DEVICE

Ad Size	Impressions	Clicks	CTR	
Desktop	10,380	3	0.03%	
Feature phone		3	0	0.00%
Smartphone	64,733	85	0.13%	
Tablet	9,895	6	0.06%	

Facebook/IG Video Ads

June 2021 Campaign Performance

Impressions
49,413

Reach
19,735

Total Clicks
410

Audience ad set:

Finance/Credit category declaration

All persons 18+

Matching Small business, self-employment, start-up company, entrepreneurship, business owner, home business

Matching interests: Financial services, Banking, online banking, mobile banking

Print

6/4/21 Edition
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NEWS

Bandwidth to sell part of new Raleigh HQ campus

BY LAUREN GAMBORNE
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As Bandwidth Inc. finishes plans for a new 40-acre headquarters campus in Raleigh, it's also finalizing plans with the developers building the project.

Twenty-eight months after developer Capital Manufacturing Company and Joint Five Partners filed their plans for the headquarters campus, the Raleigh-based communications software company has disclosed a new purchase and sale agreement with its development team.

Bandwidth is selling nearly 24 acres of what will be its headquarters campus to an LLC, US&F Edwards M&E Owner for nearly \$27.5 million, US&F, which registered to do business in the state of North Carolina on Mar. 7, has an address for Capital Manufacturing Company at the American Tobacco Campus in Durham, which C&F owns. The LLC also has both East West Partners and Adams Development Partners as members in its registration filings.

Bandwidth declined to comment

on the agreement, which was disclosed in a section 10(b) filing.

The site for the new headquarters campus, part of a 40-acre, 1.3-million-square-foot development announced in April 2020, is an east-west lot at the southeast corner of Edwards Mill Road and Woody Creek Road. Last year, Bandwidth entered into an agreement with its main bank, Citicorp, to purchase the lot for \$10 million.

Under the agreement with the developers, Bandwidth retains about 17 acres, and US&F will construct

proposed "parking improvements" on behalf of the firm.

Bandwidth also entered into a lease agreement with the same developer. The plan for the headquarters campus is to construct an office building, a fitness center, a multi-purpose facility, a fitness center and a parking facility, collectively adding up to about 100,000 square feet.

Bandwidth intends to relocate its corporate headquarters, currently located on the Commercial Campus of N.C. State, to the new site. Under the terms of the lease, US&F will build the shell and core of the building, as well as complete certain tenant improvements "using an allowance of approximately \$10.5 million." Money that allowance is retained. Bandwidth will get to receive an amount equal to the total cost of the work to complete the project's fit-out work.

The lease term starts when the total building gets to certificate of occupancy, and will continue for a 30-year term. The goal, the company said in a filing, was to have the complex ready to go in May of 2021.



The former Bandwidth corporate headquarters in Raleigh.

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NEWS

Despite resistance, Raleigh OKs major project near Five Points

BY CALIE HARRINGTON
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A controversial retail and development project near Five Points has cleared a major hurdle with the Raleigh City Council, approving a rezoning request to allow for the project.

On June 15, the council approved the request for the East East Market PD, which now calls for a retail and project area to be rezoned with a new rezoning application to be filed with the Raleigh City Council.

Conditions with the rezoning also require rezoning to be done in a rezoning application to be filed with the Raleigh City Council.

The council voted 4-2 to approve the rezoning. Council members David Cole and Tommie Frank voted against it. Cole said the rezoning would create a new area of retail and development near the project, but he supported it as a rezoning application to be filed with the Raleigh City Council.

"I don't really see significant change in the way the rezoning will be done," Cole said during the meeting. "I agree with the many members in the area who've written us and expressed concern with the lack of consistency with the rezoning plan, the lack of consistency with the rezoning map, the rezoning application with the rezoning application."

Council member David Knight also agreed and said he was concerned about the rezoning of the area, but he agreed to work with rezoning to make adjustments to the rezoning plan to create a rezoning application to be filed with the Raleigh City Council.

The project initially called for 500 residential units and nearly 100,000 square feet of commercial space. In the plan under review, through the rezoning process with the rezoning application to be filed with the Raleigh City Council, the rezoning application to be filed with the Raleigh City Council.



A large retail and development project near Five Points.

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SAVING MEMBERS \$1 BILLION IN PREMIUMS OVER THE PAST THREE YEARS

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