



# 2022 Credit Card Campaign Retargeting - Nurses



**Overview:** Following up the first credit card campaign launched earlier in 2022, this retargeting campaign was focused on those who engaged with the initial video ads

**Audience:** The campaign directly targeted the nursing community.

**Offer:** Retargeting those who engaged with the initial ads, this campaign tested a variety of offers.

**Campaign Dates:** 7/1/22

# || Campaign Theme



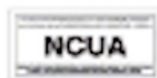
Campaign Theme 1

**Nurses get 0%<sup>APR</sup>  
for 15 months\*  
then 8.24-17.24%  
after that**

**NCUA**

## Big Bank Credit Cards

**23.00%** or more\*



Campaign Theme 3







In






# || Campaign Ads



**NIH Federal Credit Union** Sponsored

Inflation squeezing your budget? Hard Working nurses like you can get 0% APR for 15 months\* on purchases and balance transfers with THE credit card for nurses from NIHFCU. After that, you'll enjoy a low APR from 11.74-18.00%\*. That's so much lower than the rates big banks charge, up to 23%\* or more! 🤔 With prices rising fast, don't make it worse by adding a high-interest rate on top of your purchases. If you work in healthcare, you should apply today, or visit \*NIHFCUVisaCard.com for all the details



**Get 0% for 15 Months\* on purchases & balance tran...** [Learn more](#)

2


Like Comment Share

Campaign Ad 1

**NIH Federal Credit Union** Sponsored

Prices are rising everywhere! So why get squeezed by paying even more in credit card interest? Get immediate relief with THE credit card for nurses from NIHFCU. With 0% APR for 15 months\* on purchases and balance transfers, and super low rates of 11.74-18.00%\* APR after that, you'll save big money. At NIHFCU, THE credit union for nurses, our credit card rates are much lower than big bank's rates, which can be as high as 23%\* or more. 🤔 If you work in healthcare, you should apply today, or visit \*NIHFCUVisaCard.com for all the details.

**Big Bank Credit Cards**  
**23.00% or more\***



**Low rates are better than high rates, any day** [Learn more](#)


2

Like Comment Share

Campaign Ad 2

**NIH Federal Credit Union** Sponsored

When you get THE credit card for nurses, you'll be eligible for a \$100 reimbursement of work-related expenses such as CE, periodicals, or association dues. Plus, get 0% APR for 15 months on purchases and balance transfers (then between 11.74-18.00% APR)\*. If you work in healthcare, you should apply today, or visit \*NIHFCUVisaCard.com for all the details.



**Get reimbursed for up to \$100 for work-related exp...** [Learn more](#)

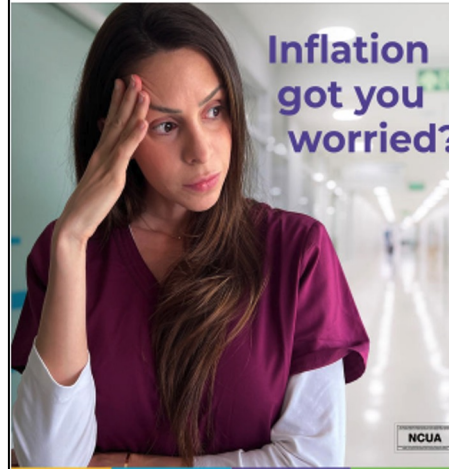
11 2 comments 3 shares

Like Comment Share

Campaign Ad 3

**NIH Federal Credit Union** Sponsored

With the rate of inflation constantly going up 📈, nurses can save money by driving their credit card's interest rate down 📉. When you get THE credit card for nurses from NIH Federal Credit Union, you'll get 0% APR for 15 months\* on purchases and balance transfers. Plus, nurses can get a special \$100 healthcare benefit\* to help pay for work-related expenses. \*Visit NIHFCUVisaCard.com for the details.



**Rate of Inflation got you worried?** [Learn more](#)


1

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Campaign Ad 4

**NIH Federal Credit Union** Sponsored

With prices going up on everything, hard working nurses need to work even harder to make ends meet. With THE credit card for nurses from NIH Federal Credit Union, you can transfer your high-rate balances from other cards, to one with 0% APR for 15 months\*. Plus, nurses can get a special \$100 healthcare benefit\* to help pay for work-related expenses. At NIHFCU we understand nurses and their monthly budget. \*Visit NIHFCUVisaCard.com for the details



**Transfer Balances and Save Money!** [Learn more](#)

5 2 shares

Like Comment Share

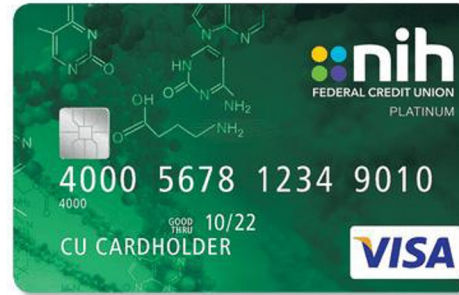
Campaign Ad 5

# || Landing Page





## Get THE Credit Card for Nurses today



### It Only Takes Ten Minutes to Get the Card for Nurses

In addition to your card's great rates and terms, you'll enjoy:

- Block/unblock your card instantly in case of theft or loss
- 24/7 fraud monitoring and Visa Zero Liability
- Peace of mind with ID Navigator Powered by Norton LifeLock

[Apply Now in 10 Minutes](#)

### \$100 Reimbursement Benefit

When you get your NIHFCU credit card, you are eligible to receive up to \$100 in professional expense reimbursements over the next 12 months<sup>2</sup> as part of our unique Healthcare Benefits Suite. It's one additional way the NIHFCU would like to say thank you for all you do and help ease some financial burden from your busy and challenging life.

[Learn More](#)



Note: Landing page no longer available online



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