

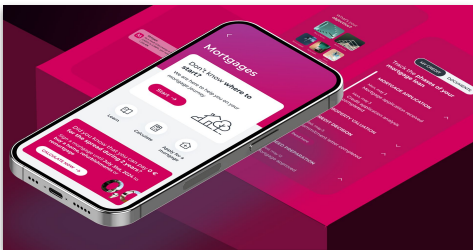


Millennium bcp boosts credit requests 200% with value-based bidding

Millennium bcp

Commercial bank
EMEA - Portugal • [millenniumbcp.pt](https://www.millenniumbcp.pt)

Tech Partner: TRKKN



The Challenge

As Portugal's largest private bank, Millennium bcp sought to improve its digital mortgage lead quality. While its Search campaigns successfully drove "simulations" (loan estimates) via target cost per acquisition (tCPA) bidding, the strategy treated all conversions equally, regardless of how far a user progressed. By failing to distinguish between casual browsers and high-intent users who completed multiple steps, the bank prioritized lead volume over actual value. To rectify this, Millennium aimed to transition to a value-based bidding (VBB) model that aligned investment with user intent and deeper funnel progression.

The Approach

Millennium bcp started by mapping its home-loans simulation journey. It identified key interactions and translated them into distinct, value-assigned conversion events, correlating value with proximity to completion of a final loan application. This enriched conversion data allowed Search campaigns to transition from tCPA bidding to a target return on ad spend (tROAS) strategy.

Partnering with TRKKN: The agency helped Millennium bcp transition from tCPA to tROAS bidding, validating conditions for the shift and identifying optimizations to help the campaigns maximize total value.

The Results

By transitioning to value-based bidding, Millennium bcp prioritized high-intent users to better align media spend with genuine business value rather than raw lead volume. This shift toward sophisticated bidding intelligence replaced broad lead generation with a focus on lead quality and value creation. With VBB, the bank saw a 200% surge in finalized simulations — a pivotal conversion milestone — at an 80% lower cost-per-acquisition (CPA) for finalized simulations.

“Shifting from a volume-based to a value-based strategy aligned our media investment with customer intent. By mapping the home-loan simulation journey and using value-based bidding, we prioritized lead quality over quantity, ensuring search campaigns reflected the business value of each interaction.”

André Correia, Head of Digital Marketing, Millennium bcp

200% Increase in finalized simulations
80% Lower CPA

Primary Marketing Objective

- Generate Leads

Featured Product Area

- Search: Value Based Bidding

TRKKN

Google Ads