



Publicly Traded Consumer Finance Company

Case Study

564% increase in application generation

Category:

Consumer Finance/Payday Loans

Situation:

A leading specialty retailer and provider of consumer financial services needed to generate high-quality payday loan application

submissions at a lower cost than their in-house efforts. With more than 577 stores in eight states, a strong presence in Mexico, and hundreds of consumer lending solutions available, the company stood to gain a lot from lowering their lead costs.

Solution:

After researching competitors and the current campaign's search data, we discovered that the payday loan vertical was experiencing a dramatic increase in monthly search queries. In essence, a highly competitive online marketplace was dropping our client's share of voice dramatically. Given the increased economic strain within their target audience, it was necessary to develop a robust but targeted paid search campaign to drive payday loan applications directly to our client.

Results:

Tremendous.

- Online application cost has dropped 41.5%, resulting in almost two times as many written loan applications submitted.
- Loan fundings have increased by 33%.
- After a thorough baseline, we tested a modest budget increase that resulted in a 564% increase in application generation.