Case Study | Credit Union Loans

The Background: The client, a credit union based in Virginia, is a favorite amongst customers. With standout customer service and a comprehensive business offering, retaining clients is simple once they're established.

The Challenge: The credit union had a set of banner ads that communicated a special incentive for changing auto loan providers. They needed to ensure the ads were delivered to the appropriate consumers at the optimal frequency.

Strategy: Our patented IP matching algorithm was used to correlate the physical addresses of their CRM list to IP addresses. From the starting 60,000 homes, our algorithm matched roughly 38,000. Then, using our IP Targeting, we served ads during a 30-day period to the matches, during which both customer lists received a direct mail piece reinforcing the offer. Having this dual-channel approach helped solidify great campaign performance.

Performance ● 24% increase in approved loans from our targets ● incremental $200,000 ● 758% Return on Ad Spend