

CONSUMER LOAN PROVIDER SEE SPIKE IN LOANS TO SALES

Provider matches 91 loans to sales using device ID over three months.



OBJECTIVE

The client wanted to increase the number of form fills they received and foot traffic to their physical store location, where they would provide consumer loans of up to \$3,000.

CHALLENGE

The client needed to effectively reach qualified individuals who were in need of personal loans in small sums.

SOLUTION

We recommended the use of device ID to target individuals who had physically visited pawn shops, payday loan companies, and similar budget stores in the client's target markets. We were able to provide POI (Point of Interest) Attribution reports throughout the campaign, as well as match-back reports after the campaign ended.

RESULTS

Over the three-month campaign, we were able to attribute 292 total visits across 195 unique devices to ads served from the device ID campaign. A matchback report to sales data for the client's six locations confirmed 91 loans were given out that tied back to our campaign.

KEY FINDINGS

We generated various reports from the Device ID campaigns which allowed the client key insights into return on investment.

292 WEB VISITS = 91 NEW LOAN CUSTOMERS