

Fix Media Case Study

Financial Services Client

SUMMARY

- Financial services company providing solutions to individuals looking for a variety of online credit products and services.
- Client seeking to drive highly-qualified consumer leads to client in five key states.
- Campaign strategies deployed: television, radio, integrated email, pay-per-click advertising and telephone qualification.
- Target market: Locations were identified where Fix Media could provide highly-targeted advertising through its successful WeFixMoney.com brand to new audience of quality customers in specific demographic areas.

THE CHALLENGE

Our Client was seeking to drive new leads from previously unseen customers in five key states within their operational boundaries. Overall, our objective was to deliver to their internal standards only fully qualified, ready-to-engage lead prospects. The project needed to be cost-effective and serve as a model for future campaigns.

THE CAMPAIGN

Our initial approach involved leaning on our extensive data sets and modeling to examine the behavior of our prior lead flow for the states in question. From there, we built out models to pulse the media through the appropriate locations to give our client the desired lift of new customers at the appropriate times. Based on our recommendations, the client agreed to a fixed amount of leads for an entire quarter for which they would expect of us. We then modeled out a series of media campaigns with specialized PPC efforts, optimized creative and customized off-line media executions. Each of these efforts was massaged throughout the quarter with testing to continue to optimize performance. Lead saturation each week of the quarter was monitored and adjusted to correctly fall in line with expectations of performance—based on prior successes and desired client target. Our technical aptitude allowed us to integrate the specifications of the campaign and its filters into our proprietary backend and report the results in real-time to our customized dashboards.

RESULTS

	STATE ONE	STATE TWO	STATE THREE	STATE FOUR	STATE FIVE	OVERALL
Year-over-Year Growth	228%	12%	23%	7%	58%	10%
Over-delivery to client based on performance goals	557%	78%	150%	114%	218%	120%

Client agrees to test following quarter at increased marketing spend and recommends expansion of coverage to additional areas.

ADDITIONAL BENEFITS:

- Significant data acquisition, business intelligence and focused market knowledge.
- Enhanced product awareness as a result of advertising WeFixMoney.com brand.