

Consumer loan provider matches 91 loans to sales from three-month Device ID campaign



INDUSTRY
Financial Services

PRODUCT
Consumer Loans

ADVERTISING SOLUTION
Device ID

CAMPAIGN LENGTH
Three Months

Objective

The client aimed to increase the number of form fills they received and foot traffic to their brick and mortar location to provide consumer loans of up to \$3,000.

Challenge

A significant challenge was to effectively reach qualified individuals who were also in need of personal loans in small sums.

Solution

Our recommendation was to use Device ID to target individuals who had physically visited pawn shops, payday loan companies, and similar budget stores in the client's target markets across the Southeast. We were able to provide POI (Point of Interest) Attribution reports throughout the campaign, as well as Matchback 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 6 locations confirmed 91 loans given out that tied back to our campaign!

Key Findings

The various reports available to be generated from Device ID campaigns can provide key insights into return on investment.