

# CREDITLOAN®

## Connecting With Improved Messaging for Two Similar Brands Finding More of the Right People using New Channels

### CHALLENGE

CreditLoan was not connecting with audiences and CPA was on the rise with only the search channel

#### Challenge 1 – Enhance Messaging for two similar but unique brands

Desire to enhance their messaging and creative to expand beyond being perceived as just another low-income loan provider and differentiate the CreditLoan and MoneyMutual brands. But they had no research and limited time to understand their audiences.

#### Challenge 2 – Reach More of the Right Customers on new channels

Wanted to broaden their target audiences within the low income bracket of less than \$75,000. Wanted to utilize non-search channels to effectively target segments with the right messaging with a low cost CPA similar to their search strategy.

### Messaging and Creative Pre-Analysis



creditloan.com

Loans From  
\$250 - \$5,000

Online with our  
★★★★★ rated site

**CREDITLOAN®**  
400,000+ Customers Since 1998

Get money now >>

The advertisement features a yellow background. On the left, a laptop screen displays the CreditLoan website interface. The main text is centered and uses a mix of black and green colors. A blue button with white text is at the bottom right.



MoneyMutual®

Get up to \$1,000  
CASH Loan

**GET STARTED** \$  
Instant Approval!

Endorsed by  
Montel Williams

The advertisement has a blue background. At the top is the MoneyMutual logo. Below it is the offer text. A prominent orange button with a white dollar sign is in the middle. At the bottom, there is a photo of Montel Williams with his arms crossed, sitting on a pile of cash. A small red TV icon is in the bottom left corner.

# Enhanced Messaging for Two Similar but Unique Brands New Media Strategies Deliver Results at Low CPA

## SOLUTION

Measured who their customers are by tagging entire website. Insights for Credit Loan showed significant over-indexing on importance of **family**. New activation strategies include audience attribute targeting, website ranking & lookalike targeting.

Messaging and Creative Post Analysis



## RESULTS

**103%** increase in engagement from old to new creative. Performance of new creative coupled with Resonate activation data rivaled the CPA of Google AdWords.

## SOLUTION

Measured who their customers are by tagging entire website. Insights for Money Mutual showed significant over indexing on **safety, time saving and security**. New activation strategies include audience attribute targeting, website ranking & lookalike targeting.

Messaging and Creative Post Analysis



## RESULTS

**\$22** CPA rivals Google Adwords and brings in more new customers to the top of the funnel from previously untapped programmatic channel.