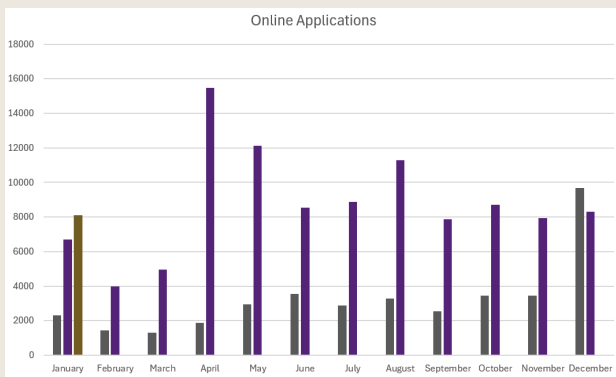




## PAID SEARCH CASE STUDY

Lodestar Marketing Group Increased New Funded Loans While Decreasing CPA for a Leading Financial Services Company

### RESULTS



**547% INCREASE IN CONVERSIONS  
WITH A 54% DECREASE IN COST  
PER CONVERSION**



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

**SARAH SCHWITTERS**  
Lodestar Marketing Group

### INTRODUCTION

This premier financial services company relied solely on direct mail to drive their personal and auto loan product. After testing digital marketing previously with less than optimal results, they engaged with Lodestar Marketing Group to develop a paid search and social media strategy to drive online loan applications. Their goal was to drive funded loans at the same or better cost than achieved through direct mail.

### PROBLEM

With a large selection of online loan companies vying for consumers' attention, the financial services company was struggling to use paid search marketing to increase the number of completed loan applications at an acceptable cost. In addition, they had some markets and customer segments that were more profitable than others and wanted to leverage digital marketing to reach these more profitable segments.

### SOLUTION

Lodestar Marketing Group developed a strategic paid search and social campaign to build awareness and drive loan applications. This included ensuring the company was set up with tracking and analytics to follow a prospect from application to funded loan. The campaigns included traditional search campaigns in Google Ads and Microsoft Ads, weighted to the most profitable locations and customer segments, as well as Performance Max campaigns. It also included paid social campaigns in Facebook and Instagram.

The company saw incremental monthly improvements in total loans and cost per loan as the campaigns were optimized. Within the first year, the company had a 547% increase in conversions with a 54% decrease in CPA. Additionally, loans originating from the digital campaigns were the same or lower cost than the direct mail loans.

### CONCLUSION

Lodestar Marketing Group helped this financial company reach the volume and cost per loan application they were striving for. It also opened a new market for them to acquire new customers. Lodestar Marketing Group is dedicated to finding effective solutions for all our clients to help them reach their marketing goals.