

Case Study

-34%
CPA

+44%
NUM.A

**After Only
4 months
August- Nov.**

**The strategy was
successful in driving
qualified applications** and
had a substantial effect on
the company's bottom line.

CLIENT PROFILE

Capfin is a global company in the field of online credit. The agency specializes in short term cash needs, with loans from \$500 to \$3000. Capfin offers a self-service suite, world-class loan account management toolset, assistance in all paperwork necessary to receive the funds and the highest standards of personal information protection.

ADCORE OBJECTIVE

Regulation regarding loans are strict and applicants need to meet high standards to get approved for funds. Although Capfin was receiving applications, there was a challenge to increase online applications while ensuring they met legal requirements. In addition, the company wanted to be more aggressive in spend: to double their advertising budget while tripling its efficiency.

ADCORE SOLUTION

In order get a clear understanding of how the applicants engaged with the brand we started by implementing advanced tracking methods, collecting and analyzing data. With this information, we were able to understand users behavior on the website and to build a strategy that supported the insight collected. The new approach included massive expansion of existing activity and development in new advertising channels.

Contact us for further info:
research@adcore.com