



## Case Study: Applying MatchPoint™ Analytics database analytics to pay-per-click advertising.

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### Company: National Online Subprime Finance Provider

*Name of actual company withheld by company's request.*

### Overview

The Company is a leading Internet lending and financing provider for new and used vehicle loans for customers with less than perfect credit. The Company uses a nationally recognized website as their primary online vehicle to gain new customers.

### Opportunity

For over a year, The Company employed traditional, industry-standard Search Engine Marketing (SEM) in the online space utilizing Google Adwords' Pay-per-click (PPC) and banner ads. With industry standard results, The Company wanted to bring the Cost-Per-Acquisition (CPA) more in line with the Company's stated business revenue goals. The Company began the corporate search to find a partner and solution capable of bringing a lower CPA to their online marketing efforts.

### Tactics

The Company took the initiative to begin research consumer targeting and segmentation in the online marketing world. The Company directors and marketing professional educated themselves in the world of hyper-segmentation.

The education and research of hyper-segmentation lead The Company to MatchPoint™ Analytics. MatchPoint™ Analytics leverages advanced database analytics and market segmentation techniques enabling companies to identify hyper-targeted geographies with high concentrations of your most desirable customers and prospects.

The next step was to partner with MindEcology, a leading innovative marketing firm in hyper-targeting. Led by Jed Jones, Ph.D, MindEcology set up a test campaign featuring two markets with the MatchPoint™ Analytics and two control markets with traditional Google Adwords PPC. A daily budget of \$1,000 was set for each market for a time period of six weeks.

The control markets of Miami and Charlotte employed traditional Google Adwords PPC. The test markets of Dallas-Fort Worth (DFW) and Phoenix employed the MatchPoint™ Analytics methodology. All other variables were consistent.

### Results

After the six weeks, the two control groups reported an average CPA of \$13.68 for qualified automobile loans applicants. The two markets using MatchPoint™ Analytics reported an average CPA of \$7.69. By employing MindEcology and the MatchPoint™ Analytics methodology, The Company was able to reduce their company **CPA by 44%**