

CASE STUDY

Consumer Lending

Consumer Portfolio Doubled in Size as a Result of Lending Science DM

Client used to purchase digital leads which were not very scalable. Client decided to test Direct Mail with LSDM.



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Client Overview

Online provider of personal loans, focused on a target population with FICO scores of 600+, mailed over 400,000 pieces over a 2 year period with Lending Science DM.

Product:

- Personal Loans
- Pre-approved Offer

Target Metrics:

- FICO 600+

Client Challenges

Before coming across Lending Science DM, the client was purchasing digital leads with several providers, with limited scale, which was hindering growth. The client then decided to test Direct Mail for the first time ever by reaching out to LSDM. The client's goal was to increase the number of clients while maintaining low acquisition cost.



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Our Solution

- Utilize LSDM's pre-screen consumer lending response scores and risk models.
- Build and setup from scratch their Direct Mail, Data, and Analytics infrastructure.

The Results

These results are based on pre-qualified mailings over a two year sample:

- Over 1% response rate
- 0.80% of responders applied
- 9% close rate
- \$0.12 cost-per-dollar lent
- Portfolio more than doubled in size as a result of DM efforts



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ALL EARNINGS