

## CASE STUDY

Consumer Lending

**28,000+**  
**New Accounts**  
**in 6 Months**

Client Testing  
Direct Mail



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## CASE STUDY

# Client Overview

Startup consumer lender focused on short term loans, decided to test our Turnkey Direct Mailing Services over a 6 month period.

### Product

- Higher Line Amounts
- Loans

### Target Metrics

- \$150 - \$200 CPFL
- 15% - 25% FPD

# Client Challenges

No understanding of end-processes or risk/marketing had been a major roadblock to achieve successful operations.

Needed to increase the flow of new accounts.



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# Our Solution

- Build and setup their Direct Mail infrastructure.
- Schedule monthly mailing campaigns and re-mail.

### Additional Scope

- Underwriting Risk & Models
- Collections Consulting
- Customer Email Marketing
- Withdrawn App Email Marketing

### Complementary Channels

- Acquisition Email
- Digital Display

# The Results

- 28,000+ new accounts in 6 months
- \$19mm+ principal in 6 months
- FPD Average 17-22%



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