

## CASE STUDY

Consumer Lending

# Startup Becomes Top 10 Short Term Installment Lender

Expanding Revenue  
in Short Term Lending



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# Client Overview

Startup short term installment lender wanting to expand its marketing, results, and operations.

### Product

- Short Term Installments

### Target Metrics

- \$150-250 CPFL
- 15-20% FPD

# Client Challenges

- Minimal risk/analytics expertise
- Very little direct mail expertise
- Needed insight to balance risk/marketing



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# Our Solution

- Developed, managed and optimized their Direct Mail infrastructure
- Developed and executed complete marketing plan
- Hired and managed marketing and risk team
- Consulted on executive leadership

# The Results

- Client became a Top 10 Short Term Installment Lender
- Results exceeded target metrics
- The results have been scalable and sustainable
- Staff, strategies, models are still used today



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