

auto loans case study

6 Month
Performance Review

10x
MORE CONVERSIONS

931%
More Applications
with mhp.si

challenge Turn Off Cruise Control and Drive Online Auto Loan Applications

solution Shifting Brand Awareness and Reach

The campaign worked to dispel misperceptions around auto loan interest rates and reach qualified buyers with a robust marketing mix.

The campaign generated 5,960+ unique pageviews in a hot industry, resulting in 310+ customers starting an application, filling out a form or calling for more information. 132 of them fully converted.

The result? A 43% conversion rate and cost-per-lead less than \$81, and 38% of all conversions in this 6-month campaign came from mhp.si.

5,960+ UNIQUE PAGEVIEWS	43% CONVERSION RATE <small>4.17% Industry Average (Google)</small>	310+ LEADS
<\$81 COST-PER-LEAD <small>application starts</small>	132 CONVERSIONS*	38% of all online conversions came from mhp.si

We help smart banks win in the attention economy.

strategy.performance.results.