

# rv loans case study

9 Month  
Performance Review



**challenge** Spark Interest in Online RV Loan Applications from Qualified Buyers

**solution** Showing Them What They're Missing

Our team developed an online marketing mix consisting of Paid Search, Meta, Doppio® Display, Retargeting, and Connected TV placements to reach potential buyers in the discovery and decision stages of their customer journey.

The performance marketing mix successfully generated 8,080+ unique pageviews, along with 824 application starts, form fills and calls, resulting in a 10% conversion rate.

Additionally, the campaign achieved a cost-per-lead value of less than \$33, while comparable automotive dealerships paid \$200-250 when going after the same audience. mhp.si accounted for 99% of all online, RV loan conversions during this time period.



<b>8,080+</b> UNIQUE PAGEVIEWS	<b>824</b> CONVERSIONS*	<b>&lt;\$33</b> COST-PER-LEAD
<b>10%</b> CONVERSION RATE <small>4.17% Industry Average (Google)</small>	<b>99% of all online conversions came from mhp.si</b>	

## We help smart banks win in the attention economy.

55% overall savings with mhp.si