
How Two Clear Objectives Reduced Risk and Nearly Halved This Client's CPA



CASE STUDY BY **VIDEN MARKETING**

Overview



About the Client

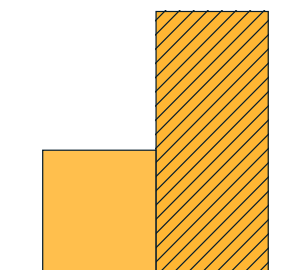
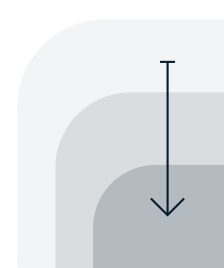
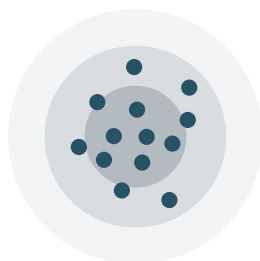
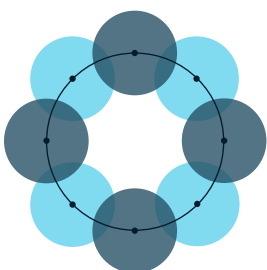
A leading Fintech (Financial Technology) company that offers solutions to help consumers struggling with mounting credit card and personal debt, having resolved billions in debt for hundreds of thousands of consumers. They have a high eight-figure marketing budget with approximately 10% dedicated to DRTV campaigns.

Why They Left a DRTV “Giant”

Despite having a substantial TV budget, the client’s prior agency—one of the largest in the DRTV industry—was failing to meet their performance expectations. The client wasn’t getting the performance they wanted from their campaigns, the agency wasn’t able to spend what the client wanted, and the campaigns were suffering from unsustainable cost per call (CPC) and cost per acquisition (CPA) numbers.

The Client’s Move to Viden. We Align on Two Clear Objectives.

1. Decrease the CPC and CPA of the DRTV campaign to more sustainable levels.
 2. Efficiently increase DRTV spend, while still hitting performance metrics, to achieve corporate sales and revenue goals.
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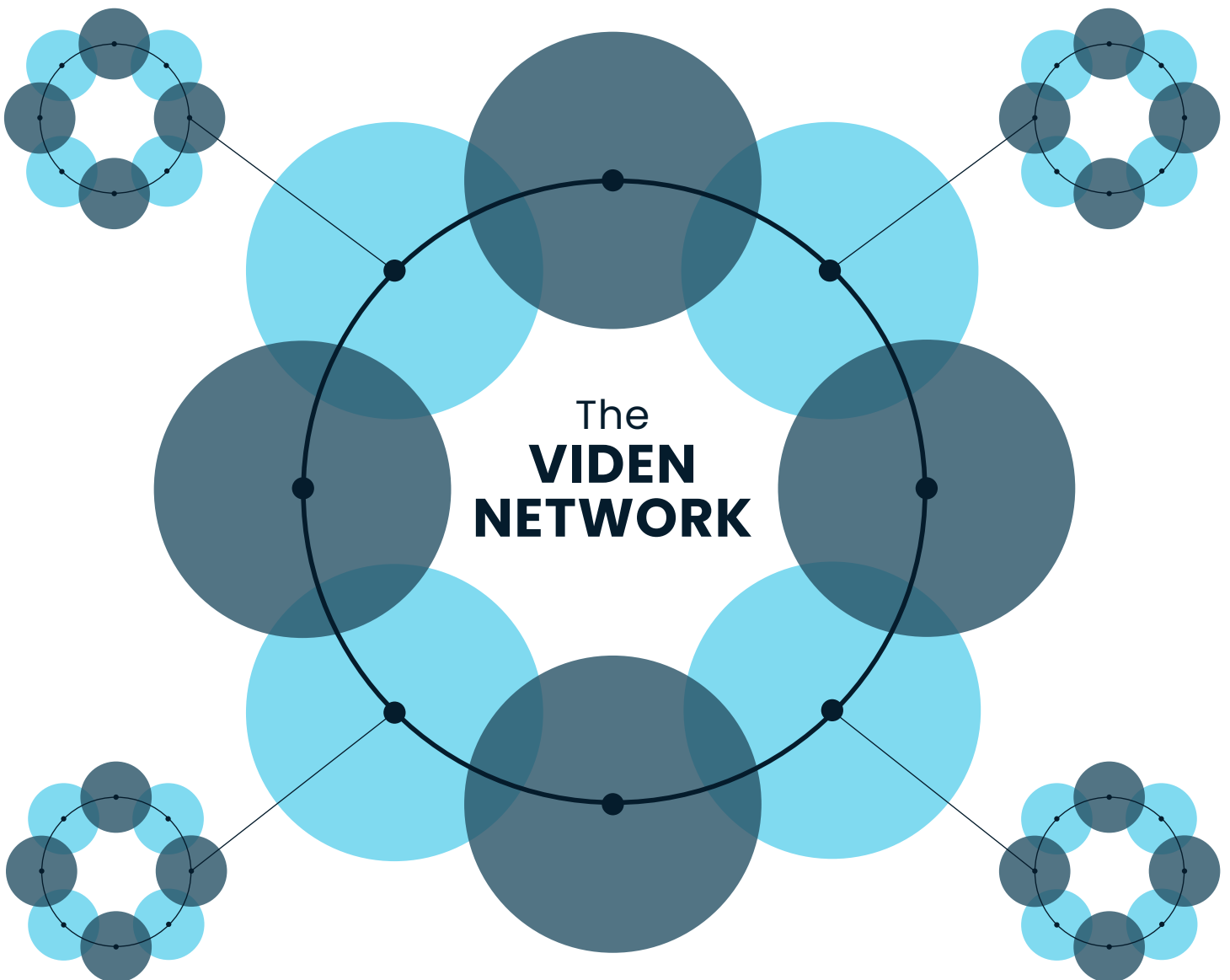


Strategies to Achieve the Two Objectives



1. Expanding the Pool of TV Networks

The client was previously airing on 15-25 different networks per week, which led to an underspending of their budget and limited testing opportunities. The Viden team greatly expanded the pool of TV networks to allow for ads to consistently air on 35-50 different networks a week. Mining the marketplace—from large and small networks to OTA, cable, and satellite channels—to find, test, and optimize a much wider group of networks, reduced the dependency on the few core networks, allowing for marketed performance improvements.

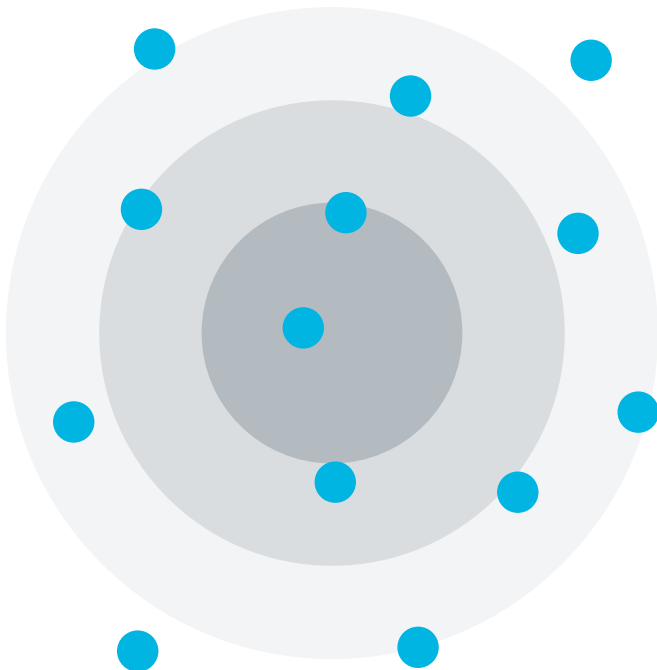


2. Targeting the Right Audience

Expanding the pool of networks can help spend the media budget, but quality leads were needed to justify an increased spend. Viden combined complex demographic targeting and performance-based strategies to efficiently place media and to optimize media placements and ensure that the right message was getting in front of the right audience at the right time. Media buys were actively managed daily to optimize CPC and CPA weekly, monthly, and quarterly, all based on performance.

Targeting and active monitoring showed real time improvement on the client's short-term KPIs and long-term campaign goals, all while eliminating waste and improving overall spending efficiency.

Before **VIDEN TARGETING**



With **VIDEN TARGETING**



3. Creating and Testing New Spots

The prior campaign limited the client to a single creative concept. Viden's creative department produced scripts and storyboards for a range of new DRTV spots. These ad concepts took various proven approaches:

- Ads that featured an on-camera spokesperson
- Ads that implemented voice-overs with graphics and b-roll
- Expanding beyond 60-second spots by testing 120-second spots on networks

This variety of creative concepts and spot lengths allowed Viden to take a more surgical approach to the campaign, optimizing each individual network by using the spot concepts and lengths that performed best.

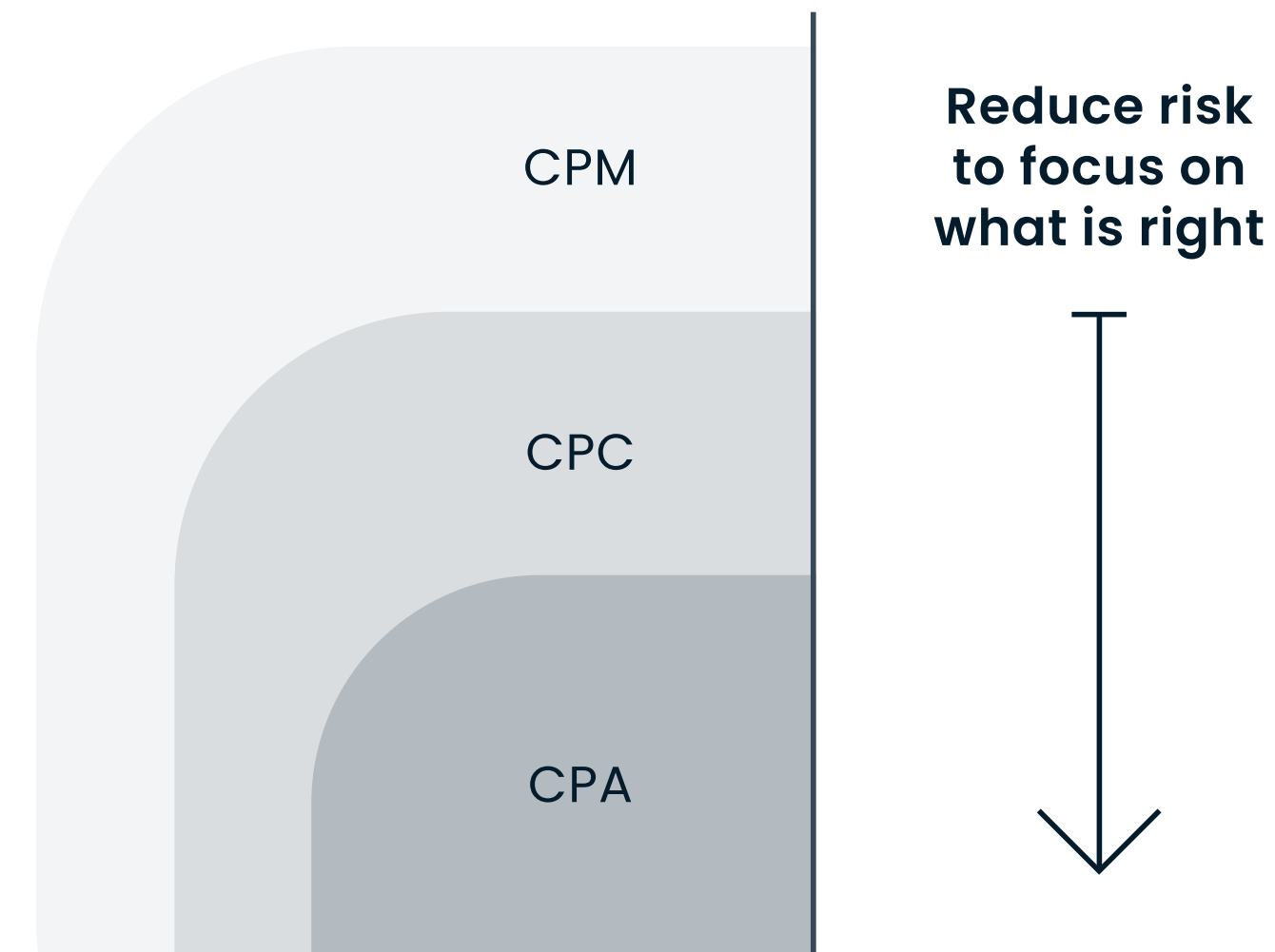


- **LOWER** your monthly payments
- **REDUCE** how much you owe
- **GET OUT OF DEBT** in as little as 24-48 months

4. Focusing on the Most Important Client Metrics

Viden was focused on improving the most important metrics for the client—CPA and average order value (AOV)—and the campaign quickly took root. While CPA and AOV can be more difficult metrics to control given that agencies have little control over call center performance, they were the right metrics to focus on because that's what mattered most to the client.

Even at the risk of increasing CPM (cost per thousand) and CPC, Viden trimmed back the networks that weren't generating profitable customer acquisitions and invested heavier into the ones that were—regardless of how it impacted front-end metrics.



win together.



The Results*

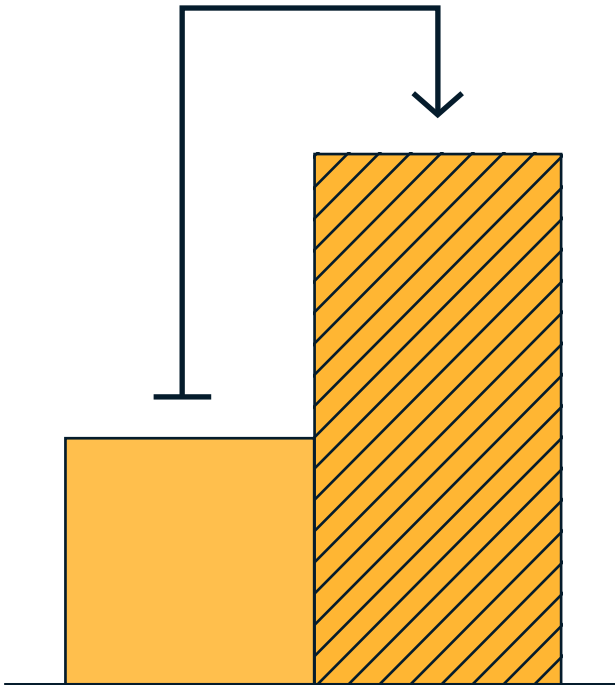
Viden reduced CPC and CPA by a level the client thought to be unachievable. Quality leads and customers were being delivered in a way that was more cost efficient by every available metric. These CPC and CPA levels were all-time lows for the client both of performance and ROI.

The client's AOV—measured by how much debt they settled compared to their CPA—showed a strong overall increase of 58%.

Viden helped the client spend more, more efficiently.

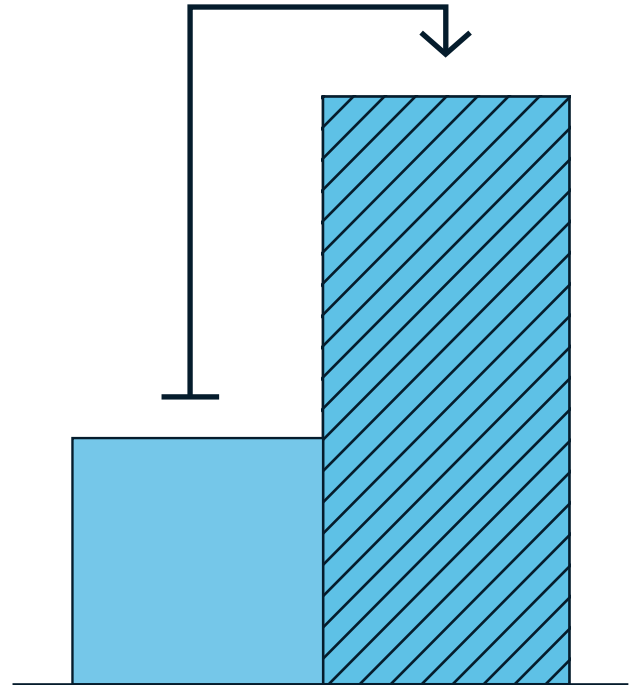


*Note: all results directly track with ZERO website attribution



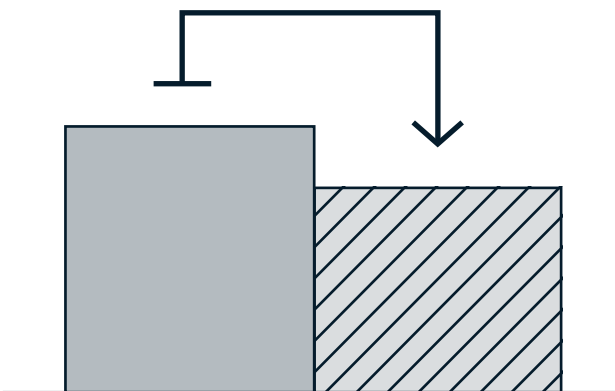
113% increase in quarterly media spend:

a much better allocation of the client's media budget.



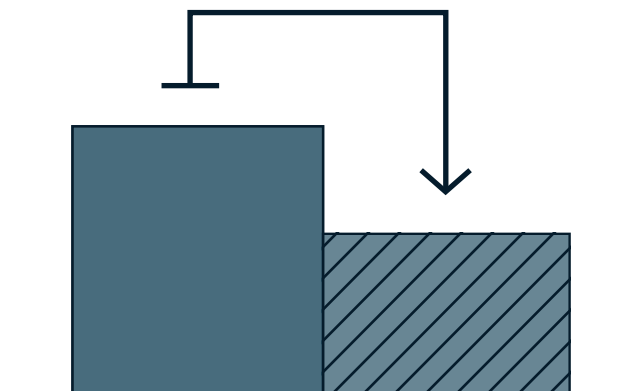
139% increase in quarterly impressions:

accompanied by an 8% reduction in cost per thousand (CPM).



24% reduction in CPC:

Bringing in more leads that cost less to obtain.



42% reduction in CPA:

The quality of the leads was strong, leading to a lower cost of acquiring customers.

Why Run Your Media Campaigns with Viden?

Whether you're a large brand or a smaller company, you get an experienced DRTV team that is dedicated to helping you optimize your campaign, regardless of the size of your budget. With Viden, you always get the "A-team."

We've led the strategy and execution of more than 400 national, regional, and local marketing campaigns over the past 19 years. We focus on the results of your campaign, not simply spending the budget, and we treat your media budget as if we're spending our own money.

"As a hands-on agency, our focus is on client results. If a campaign doesn't perform, then our agency gets fired. **That's pretty motivating.**"

-Andy Gass, COO at Viden

Learn More About Viden or Reach Out to Us:

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