

Experian's email marketing activity drives over £10.5 million in approved applications for a leading consumer finance provider

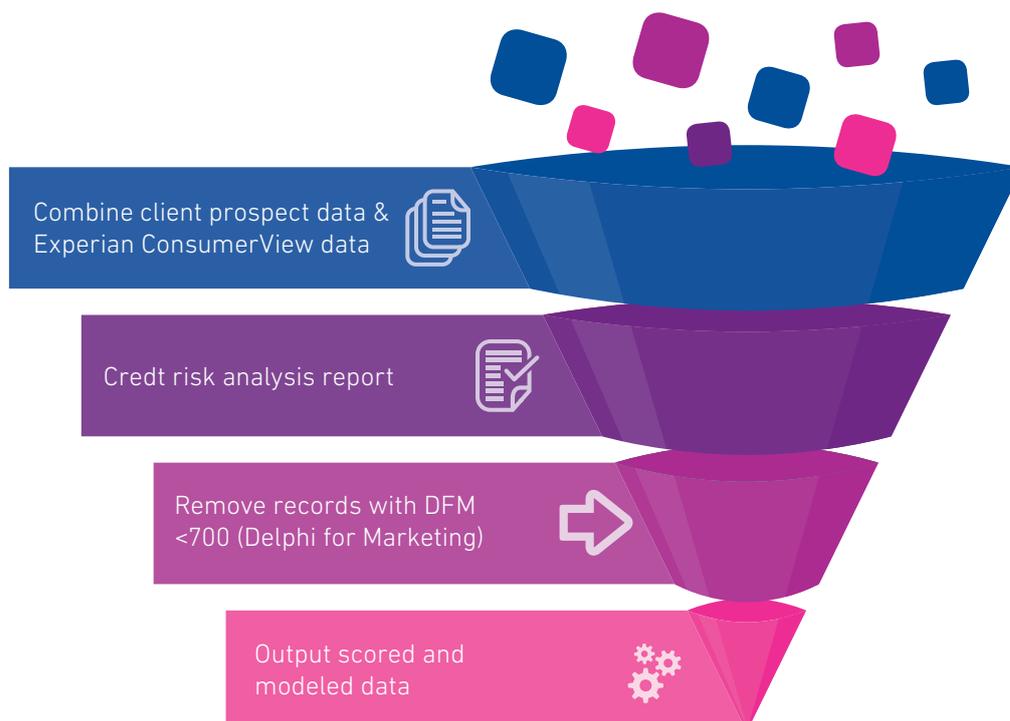
Since 2015 Experian have worked with a leading provider of financial services, who have over 30 years' experience providing consumer and business lending, to thoroughly understand their most responsive audience for personal loans and reach them via email marketing.

Challenge

Despite having established themselves as a leading provider in personal loans, our client found they were not getting the results they wanted from their email marketing. Performance results were falling and they struggled to identify who to reach, and when, with their campaigns. As a trusted partner, Experian were approached and asked how we could improve their targeting and efficiency in these efforts.

Solution

Experian built a predictive model using data on the client's live customers and those they'd rejected in the past, as well as our own ConsumerView repository, to determine which prospects were most likely to be interested in and accepted for a personal loan. The data was filtered using our credit risk marketing suppressions tool (Delphi For Marketing) so that consumers below the acceptable credit criteria were suppressed in advance of the campaigns. The process is shown in the model below:



Case study

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Results

Our bespoke, predictive model has continuously shown great results. A recent, highly successful, multi-send campaign consisted of 8 emails across a two-month period. Reaching on average 270,000 individuals with each send.

The match-back analysis for this campaign showed:



1,793 loan applications during the campaign period



1,130 accepted applications (63%)



Value of the accepted loans totalled **£10,516,702**



Average loan value of **£9,307**

The first email sent resulted in

251 applications

and

139 accepted loans

Through the following 7 emails our client received a further

1,536 applications

highlighting the importance of longer term, multi-send campaigns.

This was again demonstrated by the number of loan applications increasing in the later stages of the campaign, with the highest number of applications matched to **send 4 (325) and send 6 (332)**.

Through Experian's data led improvements to targeting, via a predictive analysis model, email marketing has become an excellent source of approved customer finance applications for our client, continuously proving a vital part of their acquisition strategy.

Experian's **B2C marketing capabilities** cover over 50 million individuals across the UK with each record linked to our **socio-demographic models** and **lifestyle variables**. If you'd like to find out more about our consumer marketing campaigns get in touch [here](#).

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