



CASE STUDY

DEBTSAFE



PRESENTED BY Return~~X~~



Return~~X~~

OBJECTIVES



GOAL 1:

THE INITIAL OBJECTIVE FOR THE CAMPAIGN WAS TO GENERATE 500 LEADS PER MONTH.

GOAL 2:

GENERATE MEANINGFUL CONVERSATIONS AND BUILD UP A LOYAL CLIENT BASE.

GOAL 3:

INCREASE THE CONVERSION RATE MONTH ON MONTH BY 4% CR.





EXECUTIVE SUMMARY

DEBTSAFE / RETURNX SUMMARY

RETURNX HAS BEEN A GREAT EXTERNAL LEAD PROVIDER FOR DEBTSAFE OVER THE YEARS, CONTRIBUTING GREATLY TO THEIR SUCCESS.

SINCE THE START OF 2022 DEBTSAFE APPOINTED A NEW MARKETING MANAGER AND THE DEBTSAFE ACCOUNT WAS TRANSFERRED TO A NEW ACCOUNT MANAGER AT RETURNX. THE TEAMS HAVE BEEN WORKING CLOSELY TOGETHER, WITH REGULAR CHECK-IN'S, TWEAKING LANDING PAGES, CONSTANT OPTIMISATION ON BOTH ENDS TO OBTAIN QUALITY LEADS THROUGH TO THE DEBTSAFE SALES-TEAM.

THROUGHOUT THE FIRST 6 MONTHS OF 2022 WE'VE BEEN CLOSELY MONITORING THE VOLUMES AND THE QUALITY OF LEADS THAT COME THROUGH AND ADJUSTED THE LEAD VOLUMES ACCORDING TO DEBTSAFES OTHER CHANNEL VOLUMES AND CALL CENTRE GEARING.





HOW WE GOT THERE

COLLABORATION

- LANDING PAGE CHANGES - ADDITIONAL QUALIFYING CRITERIA WITH THE AIM TO FILTER QUALITY LEADS THROUGH TO THE CALL CENTRE.
- PAGE TRACKING WAS IMPLEMENTED ON THE LANDING PAGE FROM RETURNX TO OPTIMISE THE CAMPAIGN BETTER.
- CHANGE CREATIVE MATERIAL AND ADDITIONAL CHANNEL IMPLEMENTATION - DISPLAY BANNER, MAILER CREATIVE AND SMS COPY SUPPLIED.
- DAILY CAP ON LEADS SET IN PLACE - THIS ALLOWED THE DEBTSAFES CALL CENTRE TO EFFECTIVELY WORK THROUGH OUR LEADS.
- BI-WEEKLY MEETINGS TO RUN OVER PERFORMANCE AND KEEP A CLOSE EYE ON THE CAMPAIGN PERFORMANCE.





PERFORMANCE SCALE

MONTH ON MONTH GROWTH

IN SUMMARY FOR 2022, DEBTSAFE OBTAINED 11985 LEADS FROM RETURNX AND MANAGED TO SIGN UP 334 APPLICATIONS.

OVERALL CONVERSION RATE SITS AT 3,18%

	Month 1	Month 2	Month 3	Month 4	Month 5	Total & Averages
Leads	1751	2068	1866	1425	2920	10030
Apps	82	54	44	51	78	309
Conversion	4.68%	2.61%	2.36%	3.58%	2.94%	3.08%

CONTINUED ON PAGE 6 -->



PERFORMANCE SCALE



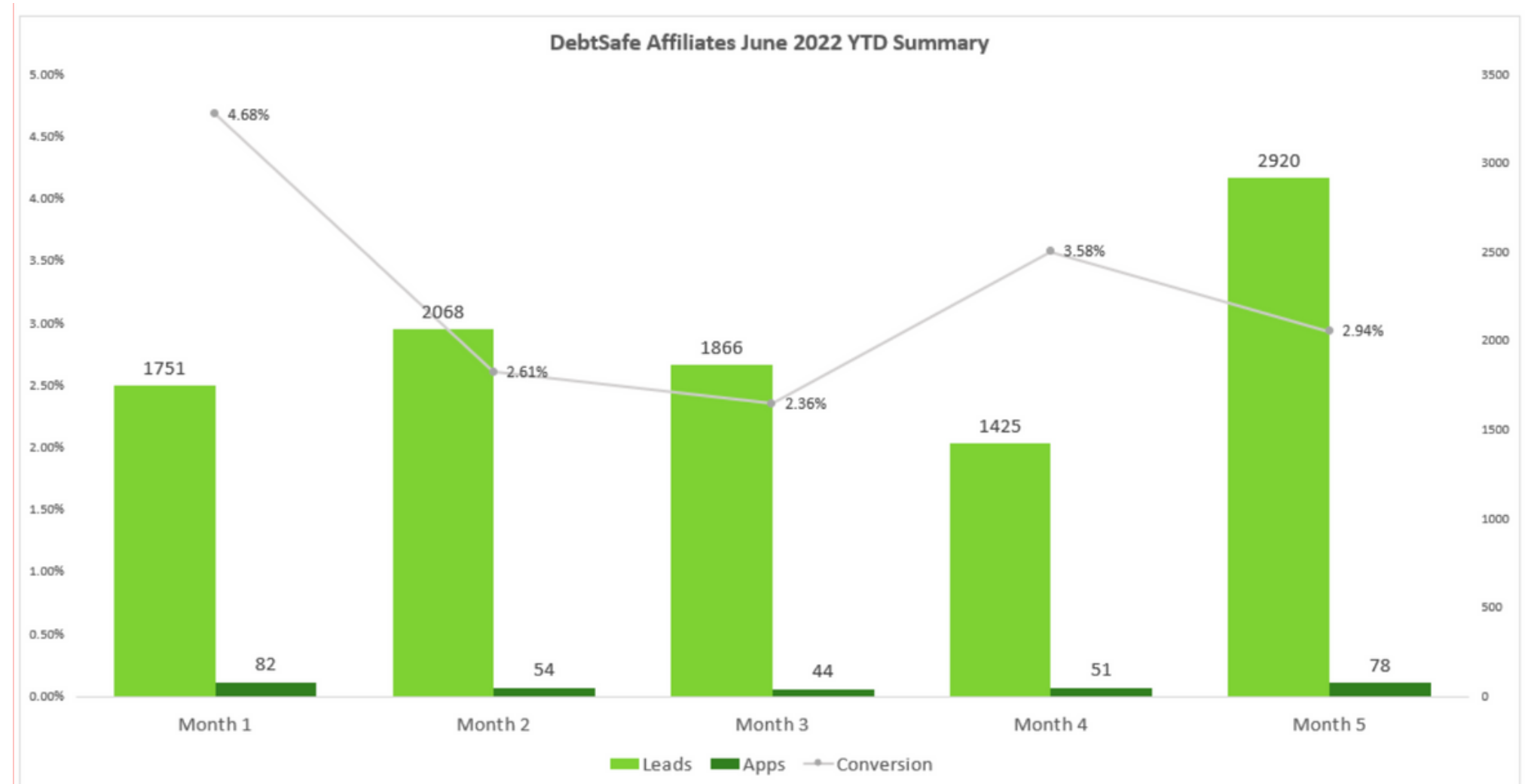
GOAL 1
100% complete



GOAL 2
50% complete



GOAL 3
70% complete



Return ~~X~~



THANK YOU



Return 