A Fast Cash Loan Provider Came to Orange 142 to Drive Qualified Loan Applications

A fast cash loan provider came to Orange 142 because they needed to drive qualified loan applications in approved states across the United States.

One week after the campaign launch, we reviewed all the data we had gathered. We began optimizing by reallocating the budget towards the strategies driving the most conversions, creating new strategies based on our insights, and discontinuing those that were not effective.

Orange 142 delivered a CPA of $3.63. The client has continued to be a partner since 2017. As a result of the success of this campaign they not only renewed their campaign, they also gave Orange 142 three other brands that were under their corporate umbrella.

How Orange 142 Delivered Results

🚀 LAUNCH STRATEGIES

» A/B Testing: Implemented testing to see which of two different creatives would work best.
» Behavioral Targeting: In-market, payday loans, low income.
» Re-targeting: Focused on various points within the application process and created hyper targeted re-marketing strategies.
» Lookalike Modeling created a seed audience from conversion data and targeted people similar to ones that are converting.
» Keyword Targeting: Utilized this strategy to create custom keyword segment
» Historical Geofencing: Targeted device ID's seen at Western Unions in the key states and served the ads across all of the users devices.

⊞ OPTIMIZATIONS

» Increased bid and spend on the re-marketing strategy.
» Created a lookalike audience using "online scoring" to isolate the most valuable site visitors.
» Added adaptive segments to weed out exhausted users from the re-targeting pool.
» Paused keyword targeting and shifted the budget into behavioral "inmarket payday loan" segment.
» Removed the ad concept that wasn't performing well from the rotation and focused on the concept that was performing the best performing.

To learn more please visit **orange142.com**

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