



The Growth Engine® Customer Success Story

iLendingDIRECT®
Denver, Colorado

Customer Profile

iLendingDIRECT® is a national finance and insurance marketing firm that focuses on consumer auto refinancing. The company provides low-interest auto loans and end-of-lease financing programs directly to consumers, catering to their unique financial situations. In 2016 iLendingDIRECT® was decorated with position 284 in Inc. 500's fastest growing company in the country.

“With the programs & systems TGE implemented we are able to review real time intelligence and put in place actions to achieve optimal business performance!”

- Nicholas Gorackowski, VP of Sales

THE GROWTH ENGINE IMPLEMENTS REVENUE MARKETING PROGRAM, RESULTING IN SIGNIFICANT REVENUE GROWTH & COST REDUCTION

The Problem

Fleet Financial -- since rebranded as iLendingDIRECT® -- approached The Growth Engine (TGE) at end of 2015 about improving the company's marketing strategy and programs when the executive team was in search of a long term agency partner. At first, iLendingDIRECT didn't have much of a digital marketing presence and was still primarily using traditional lead generation programs, such as telemarketing, direct mail and trade shows. Not only was this a more expensive way to go, but it wasn't able to yield as many high-quality leads as digital marketing programs, and the results were often more difficult to measure.

The company had previously contracted a marketing agency but they were disappointed with the agency's slow progress, and continued to be plagued by low name recognition, an outdated website, and lackluster lead generation programs. They knew it was time for a dramatic change.



POWERING YOUR REVENUE PERFORMANCE

www.the-growth-engine.com

TGE Solution

TGE began with an in-depth analysis of its existing data and developed four distinct persona profiles based on their respective pain points, needs, behaviors, and financial returns to iLendingDIRECT. This provided a clear strategic roadmap for TGE team to develop appropriate brand materials and relevant messaging to speak to each persona. This is followed by a total website revamp to better represent the company's new brand with these personas in mind, attract more meaningful visitors and invite click-throughs requesting relevant information that speak directly to customer pain points. The direct mail program -- which would be difficult to execute and measure with such a widespread target

market -- was bolstered by a continuous stream of digital nurturing campaigns, which explained the various refinancing programs offered by iLendingDIRECT.

Parallel to the development of customer focused strategies and improved content, TGE oversaw the full implementation of an enterprise level marketing automation system as the engine to deploy and manage digital lead generation and nurturing campaigns for iLendingDIRECT. TGE also integrated the marketing automation system to feed critical data to the Business Intelligence system (iCapture) TGE built for iLendingDIRECT. This provided real time intelligence to the CEO, CTO, COO, and various departmental heads to track their

relevant Key Performance Indicators (KPIs), resulting in full accountability and the ability for functional managers to take control of their business and respond proactively based on these indicators.

In addition, TGE embarked on a content-building campaign, which involved generating useful information about refinancing, customer success stories and other relevant information and distributing that content through the company's website and other channels. By "going digital," not only were costs per lead dramatically lowered but each campaign's success was easy to measure, through the deployment and ongoing management of the marketing automation system.

Qualified Leads
Increased by

44%

Cost per Lead
Decreased by

\$186

Sales Productivity
Improved by

12%

The Result

Even after just a few short months, the results of The Growth Engine's work were readily apparent. Over a five-month period, TGE team generated over 1,000 qualified leads for iLendingDIRECT. iLendingDIRECT's new website traffic has skyrocketed, thanks to an extensive keyword optimization and backlinks campaign.

Why TGE

The key reasons iLendingDIRECT chose The Growth Engine to be its revenue generation partner include TGE's strategic understanding of their needs, proven experience as revenue marketers, and TGE's comprehensive yet flexible approach to manage and deliver both strategic and tactical services that focus on measurable results. **TGE Managed Marketing Services** uses modular packages designed to

advance customers' marketing capabilities and can be used in combination or separately.

iLendingDIRECT's VP of Information Technology, Dennis Wukovits, has been instrumental in making this relationship successful and was very pleased with the results.

"TGE always delivered on time and on budget. Their understanding of our needs and ability to deliver flexible solutions efficiently and effectively are what set them apart!"

- Dennis Wukovits, VP of IT

About TGE

The Growth Engine is a revenue generation agency that specializes in providing tailored strategies, actionable roadmap, and execution services for business leaders who are committed to developing a revenue generation focus in their organization.

With over 50 years of combined industry experience in revenue generation, The Growth Engine team helps companies create a winning revenue generation engine within their organization addressing their strategy, resources, systems, processes & structure that affect their ability to generate revenue. The outcome is the creation of a robust **"Revenue Generation Engine"** that is able to deliver desired revenue outcome. TGE then takes it further to assist companies to tailor design an action plan and TGE team works hand in hand as part of the client's revenue generation engine to execute that plan.



Contact info@the-growth-engine.com for a complimentary diagnosis of your current revenue generation practice and how you can improve your revenue results.