

CREDIT INDUSTRY CASE STUDIES



CFO LENDING LTD

CFO Lending is one of the leading online Payday Loan providers in the UK.

Their aim is to provide consumers with instant money to assist with unexpected expenditure until their next payday.

Sending over 3,000,000 SMS per quarter, via Dynmark's Campaign Manager, CFO Lending also make the most of Dynmark's Intelligent Services. By using Intelligent Filtering, CFO Lending now only deliver to active numbers, have seen an instant return on investment as they now only deliver to active numbers.

CFO Lending also use Intelligent Tracking. The ability to understand which operating system their contact is using provides the CFO team with the option to send links within an SMS specifically for the customer's handset.

SINCE USING DYNMARK

OVER 4,000,000 messages processed
900,000 messages filtered
OVER £11,000 saved



“ We are delighted with Dynmark's services and would certainly recommend them.

Dynmark have provided a solution that exceeds our requirements. The transition from a previous provider was quick and straightforward. Dynmark listened to our requirements before providing us with personalised training and support to ensure we could get the most from our SMS.

The way we communicate has changed. We now use tracking to review the performance of our campaigns and to target our communications. The ability to understand which operating system our customers are using enables us to forward the correct links accessible by either iOS or Android systems.

By using filtering we have also increased our ROI. We have access to un-rivalled intelligence that has allowed us to deliver smarter campaigns, ensuring we only send to active numbers and responsive consumers. ”

Daniel Bishop, Office Manager at CFO Lending