

Muthoot Fincorp – Loan Mahotsav

Lead generation activities for customer acquisition and retargeting

#DigitalMarketing #SocialLeadGeneration

Summary

In the lead up to the new financial year, Muthoot had forecasted a high demand for its products. TO THE NEW helped them maintain a healthy SOV (Share of Voice) for brand related search terms and drive qualified leads.

The Client

Muthoot Fincorp is one of the leading Gold Loans and Microfinance corporations in India.

With the goal of generating qualified leads and retargeting existing customers, TO THE NEW executed a lead generation campaign that was very well-received.

The Approach

- The campaign ran on a three pronged approach namely integrate, automate and streamline across Adwords, Facebook and Google Display Network for retargeting.
- Comprehensive landing pages with detailed product information were developed to ensure optimally qualified leads.
- SMS OTPs were incorporated to ensure highly validated leads to the e-commerce section and the sales team.

Highlights

Rs. 267

Overall CPL across platforms

92%

Brand SOV of all searches

49,241

Overall revenue to cost ratio

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