

# New Loan Account Generated Through SMS

RNST Small Business Loans

## Goal

Increase small business loan accounts.

## Process

RAIN geofenced the target regions and leveraged data to focus ad traffic on business owners. RAIN searched publicly available data to find newly registered businesses in each city within the target regions. We also matched the data with mobile device identifiers and geofenced areas with new developments, creating a highly specific segment to target with mobile ads.



## Campaign Metrics



**7M VIEWS**

OVER 3 MONTHS



**1K CLIENTS**

ARRIVED BASED ON  
GOOGLE STATISTICS



**188 CALLS**

AVG. 2 MIN 11 SEC

## Result

RAIN demonstrated clear ROI by generating a new loan account through SMS. In addition to the campaign metrics, the client also received an additional 5 SMS inquiries and 1,593 direction requests.

