



# Case Study



**800%**  
ROI INCREASE



310.372.6111 x 304



info@juhll.com

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## >> The Client | LendingTree

Lending Tree is a web-based company that operates as a free, no-obligation service with an online lending marketplace that facilitates matching borrowers and lenders. LendingTree.com has interactive tools to provide access to lenders who offer mortgages and resonance loans, home equity loans/lines of credit, auto loans, personal loans, credit cards, as well as student loans and commercial lending products. With a powerful suite of tools and personalized advice Lending Tree can help consumers budget their money, get out of debt, and boost savings.

## >> The Challenge | Aggressively Scale Display AND Increase ROI

Lending Tree found its niche capitalizing on the power of the Internet and realized the need to improve their online display ad campaign efforts. Simply put, the tactic was to increase net profit by scaling their display campaign efforts. With aggressive performance goals, Lending Tree sought Juhll's display expertise and online marketing services. Juhll's services included helping establish best practices for Lending Tree's internal marketing team to independently and profitably manage ongoing campaigns.

### Juhll's full-service solution provided the following:

- \* Display campaign strategy, process & execution
- \* Media planning, buying & negotiation
- \* Publisher relations & communications
- \* Publisher & placement optimization
- \* Campaign management, tracking, analysis & reporting
- \* Creative conceptualization, development & optimization
- \* 3rd party ad serving technology, reporting & trafficking
- \* Cross-functional workflow and processes for internal accounting, media, campaign & creative services



# 800%

## ROI INCREASE

### >> The Results | A Remarkable Win

Within a short 9 months of collaborating with Juhll, Lending Tree's ROI increased 800%.

Media Spend	2700% Increase
Revenue	2200%+ Increase
ROI	800% Increase

*“The results that Juhll put up for display were remarkable.”*

Gabe Dalporto, Chief Marketing Officer  
Lending Tree

*“The work that Juhll put in was a great help in growing the Lending Tree business profitably.”*

Nitin Bhutani, Marketing Vice President  
Lending Tree

## >> The Tactics | In it to win it, roll up your sleeves, hard work!

Juhll focused on five main objectives to reach the overall goal of increasing campaign ROI:

- \* First, Juhll leveraged existing publisher relationships to launch more campaigns across more internet properties.
- \* Second, Juhll negotiated lower media costs based on industry pricing expertise.
- \* Third, intricate planning of media, creative and campaign optimization increased website traffic and conversion while lowering cost per lead.
- \* Fourth, Juhll established a collaborative, flexible and efficient cross-functional workflow between Lending Tree, agency and publishers to drive teamwork across all groups.
- \* Finally, Juhll set best practices and process for Lending Tree's marketing team to independently and profitably manage ongoing campaigns. Juhll's highly effective work-flow has given Lending Tree a platform to further scale their business.

## >> The Take Away | Hire Juhll

If you want to run highly scalable, profitable and effective online marketing campaigns call Juhll and we will help guide you toward the path of success.

## >> About Juhll | Grow Online or Go Home!

We are WOWerful, hear us roar! What has the Jull team achieved?

Millions of online consumers engaged, thousands of killer creative conceptualized, hundreds of profitable online campaigns launched, culminating in amazing Return On Ad Spend for dozens of top Fortune companies.

Juhll is a p Juhll is a proven, highly specialized, full-service online marketing agency. Our mission is to continue success as the new type of 'metrically-responsible' agency, operating solely according to YOUR bottom line.

Internet marketers invest in Juhll to significantly boost ROI. Juhll Clients range from top online advertisers and Fortune corporations to mid-size and start-up online ventures.

Juhll offers strategic planning, development and implementation of profitable internet campaigns focused on brand, lead-generation, direct response or brand response. Juhll campaigns target online acquisition channels, including display, websites, mobile, social media and email.

Our services include strategic online marketing consultation and planning, media buying and optimization, campaign management, analysis and reporting, creative development and optimization, landing page optimization, multimedia content development and ad serving.

Juhll's veteran team has a range of proven wins across a variety of industries, including entertainment, beauty, financial, health care, insurance, communications, consumer goods, education, automotive, lead-generation and more.

Grow online or go home!

>> **Request FREE 1 Hour Consultation**  
[info@juhll.com](mailto:info@juhll.com)  
310.372.6111 x 305