

Case study: LendingTree

The Advertising.com Sponsored Listings team deployed a variety of creative optimizations with LendingTree.com over a three-month period to steadily reduce Cost Per Lead (CPL) and meet stringent marketing objectives. According to LendingTree.com, the day-to-day campaign management was "outstanding."

Overview

LendingTree.com has maintained an advertising partnership with Advertising.com Sponsored Listings since 2007 due to the quality of the branded publisher sites, significant scale, vertical targeting, intuitive reporting and interface, and superior bid management capabilities.

During a three-month period, the Sponsored Listings Account Management team conducted an aggressive optimization effort to maximize ROI for LendingTree.com.

Challenge

LendingTree.com is a savvy advertising partner, tracking both front-end goals and back-end profitability, and demanding excellence on both fronts. Due to current economic conditions and changing mortgage indicators (Fed announcements), they also continuously re-examine their performance metrics, requiring prompt action and flexibility from partners. Their business includes a multitude of products and offerings and they need partners that can manage several concurrent campaigns and propose a variety of tailored solutions.



LendingTree.com product portfolio:

- Mortgage (purchase and refinance)
- Home equity products
- Auto loans (new and refinance)
- Personal loans
- Credit card services
- Insurance (home, auto, life, health)
- Online education

Sponsored Listings strategy:

Aggressive optimization and dedicated campaign management

The screenshot shows the AOL Money & Finance website interface. At the top, there is a search bar and navigation links for Main, News, Investing, Specials, Portfolios, Small Business, Video, and WalletPop. Below the navigation, there are sections for '71 DAYS LEFT' with tax-related news, 'My Portfolios' for Wednesday, Feb. 03, 2010, and 'TOP STORIES FROM DailyFinance'. A large 'Sponsored Links' box is overlaid on the page, containing three advertisements:

- Worry-free, 30-year Fixed**
Rates drop on news of Fed plan. \$200k for \$1,029/mo. Fixed. No SSN REQ'D
QuickMatch.LendingTree.com
- Scottrade: Online Stocks**
\$7 Online Trades. Unlimited Shares. Open Your Account Online Today!
www.Scottrade.com
- Mortgage Rate Drops to 4.50% FIXED!**
\$200,000 loan for \$708/month. Free Quotes - No SSN/Rqd. Save \$1000s!
Mortgage.RefinanceFrontier.com

At the bottom of the sponsored links box, there is a 'Buy a link here' button. To the right of the sponsored links, there is an advertisement for 'Finally, affordable unlimited for families' with a price of '\$79.99/mo.' and a '3G network' badge. Below that is a 'Latest Money News' section with several headlines. At the bottom of the page, there is a 'Market News' section with a chart and a 'Charts' section.

Solution

The Sponsored Listings network, which delivers nearly 45 billion ad impressions monthly, and includes a robust Finance and Real Estate vertical, making it a natural ROI vehicle for LendingTree.com - a partner that demands volume and value in lead generation. The Sponsored Listings Account Management Team, leveraging the large volume of vertical traffic on sites like LowerMyBills.com and AOL Money and Finance, deployed many innovative optimization tactics and tested constantly, resulting in a significant increase in conversions month-over-month throughout the campaign.

Specifically, the Advertising.com Sponsored Listings team employed conversion tracking to enable real-time management of front-end CPL, topic-level tracking and dayparting to improve backend performance index, and monthly creative refreshes to maintain volume. New placements added weekly generated fresh traffic to increase conversions.

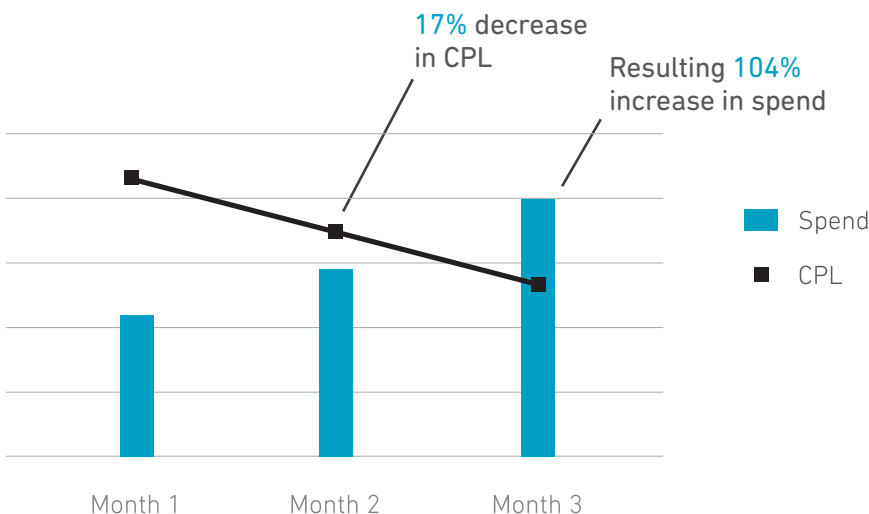
“The Advertising.com Sponsored Listings team does an outstanding job managing the day-to-day campaigns for us which is so valuable in helping us maintain efficiency and drive ROI.”

– Eric Gutierrez
VP, Marketing
LendingTree.com

Results

LendingTree.com steadily added budget to Advertising.com Sponsored Listings campaigns as CPL dipped 17.6% consistently over the three-month period. The advanced tracking the team implemented optimized on both front-end CPL and back-end performance.

LendingTree.com and Advertising.com Sponsored Listings – CPL and spend trends



- Spend per month grew as CPL steadily dipped
- Advanced tracking optimized front-end CPL and back-end performance

For more information, please email sponsoredlistings@advertising.com

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