



### Case Study: Financial Services

*J.G. Wentworth is an AAA-rated, billion dollar specialty finance company, and the market leader in purchasing deferred cash flows.*



#### Summary

J.G. Wentworth required assistance in reaching their target client base and generating viable client leads. Currently their marketing efforts include direct-to-consumer television and print advertising, plus broker referrals and internet marketing.

Prior to partnering with DMi, the company's internet marketing efforts were met with limited success. They established a web presence but were not reaching their goals for internet-generated leads. DMi's re-search-based strategy continues to garner successful results for J.G. Wentworth's online campaigns.

#### DMi's Approach

DMi implemented a four-pronged strategy for lead generation, including:

- 1) Search Engine Marketing
- 2) Targeted Media Placements
- 3) Co-Registrations
- 4) Cost-Per-Lead Programs

*With DMi Partners, not only have we seen a consistent increase in the quantity of leads generated, but also in the quality of these leads and their subsequent conversions. DMi took the time to really understand our business and knows exactly how to target our niche market.*

*- Michael Goodman, CEO, JG Wentworth*

#### Results

In the first six months, DMi's strategy resulted in:

- 29.5% increase in gross volume of Internet generated leads
- 32.8% decrease in the cost per 'closed deal' compared to prior Internet campaigns
- An average 49% lower cost per 'closed deal' than Direct Response Television Campaign
- Improved lead qualification, resulting in a 7-10% decrease in call center operating costs

