

## CASE STUDY

HCS Amplifies National  
Provider Marketing Campaign

## SITUATION

During a routine partnership discussion, the client shared their marketing plan for their biggest promotional event of the year. Upon learning about their plan, the HCS team identified an opportunity to complement it by helping encourage repeat purchase among their existing customer base.

## HCS SOLUTIONS

Leading up to the event, HCS enterprise and marketing team members collaborated with their marketing department to build and execute co-branded touches specially integrated into their planned tactics.

## Highlights include:

- Open-to-buy email campaigns
- Custom sales targeting lists
- Statement credit promotional offer
- Easy Add-On training
- Co-branded sales collateral
- Branded giveaways

## RESULTS

Partnering to build a cohesive marketing campaign resulted in record-breaking results.

&gt;

Clients' greatest  
recorded daily  
loan volume

2.6x

The average  
daily booked  
loan volume

#1

Revenue generating  
day in the  
client's history

20%

Lift in take rate

Since this success, we've continued working together to build stronger promotional events.