

CUSTOMER ACQUISITION:

Direct Mail Prospect Strategy

Client Snapshot

US personal loans marketplace.

Our Edge:

We bring analytical precision to customer acquisition, combining NPV modeling, targeted testing, and UX insights to turn prospecting into performance. Our structured, data-driven approach helps clients reenter tough markets with sharper targeting, smarter spend, and measurable lift.



Challenges Faced

The company had exited the prospect space because of low ROI and were looking to reenter based on more sophisticated targeting.

Payson's Solution

1

NPV-Based Marketing Segmentation

Developed NPV models for more optimized targeting that captured the risk-return from each segment.

2

Stratified Universe Test

Designed a test with sloped random sampling across micro-segments to minimize cost and maximize learnings.

3

Conversion Funnel Optimization

Analyzed where prospects were dropping off and recommended improvements to the UX to increase conversions.

TIP:

A **properly designed test** can make all the difference in gathering the *right* information on which to base decisions.

Outcome & Impact



2X Increase in marketable universe

60% Increase in outstandings per piece mailed



Let's chat about your goals



payson.ca

Proprietary