

Exclusive First-Look Traffic

Capture borrowers before
the market sees them.



Direct Publishing at Scale: We deliver exclusive, real-time borrower traffic for installment lenders.
The Advantage: Get first-look priority and own the lead before it hits networks or aggregators.

STOP COMPETING FOR RECYCLED LEADS.

Direct Publishing Channels

Generating borrower demand through high-intent performance media.



Email Marketing

High-volume campaigns.

Lifecycle targeting.



SMS Marketing

Real-time engagement.

Fast conversion.



Paid Search (PPC)

Capturing active intent.

Targeting borrowers actively searching for loans.



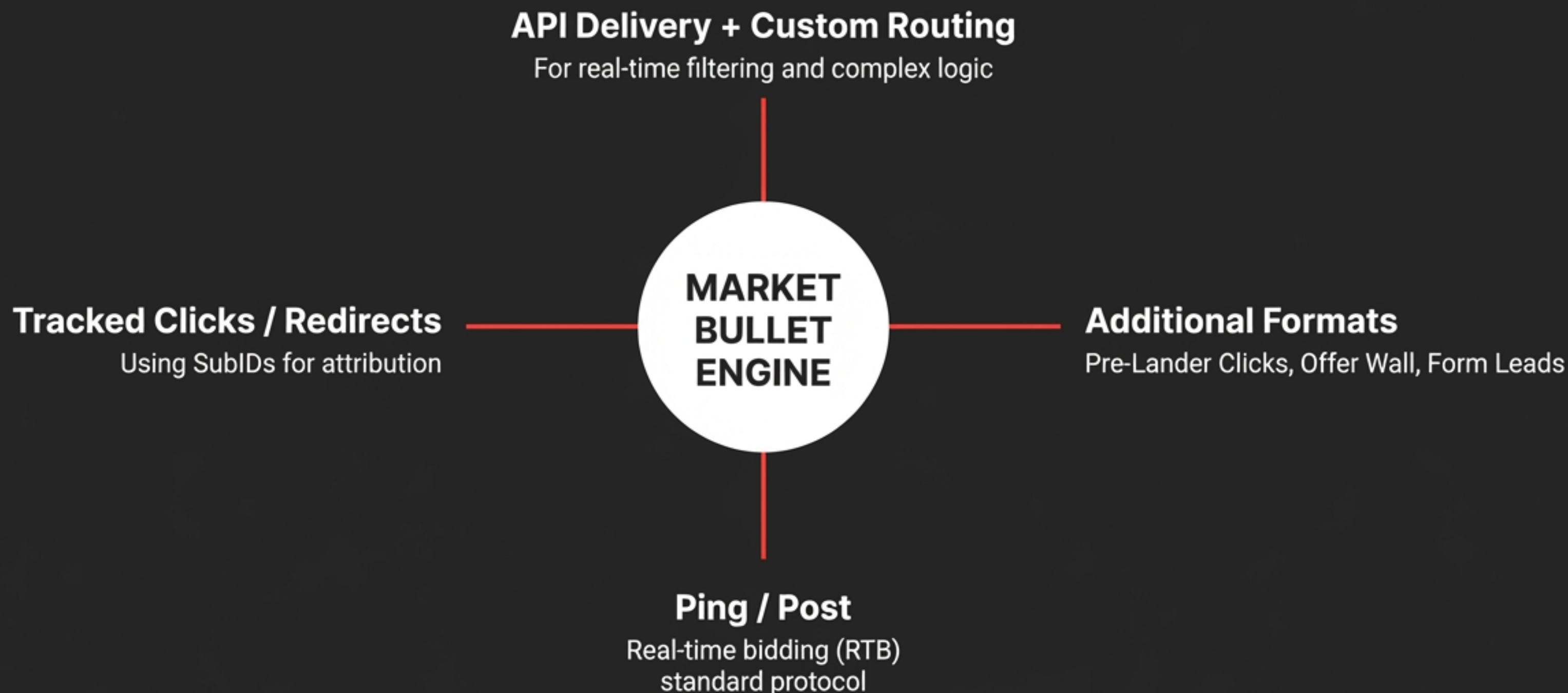
SEO / Organic Search

Compounding demand generation.

Long-term stability.

Delivery Models

Built to fit your funnel and tech stack.



Real-time optimization for acceptance + funding.

Performance & Scalability

Built for Funding Performance



- We optimize for **funded loans**, not raw lead volume.
- **Metrics:** Predictable volume for Prime and Subprime programs (Installment, Personal, Short-Term, Credit Builder).
- **Buying Models:** **CPL**, **CPA**, or **Hybrid** options.

Compliance & Quality



- **Standards:** **TCPA-friendly** outreach with **clear opt-ins** and disclosures.
- **Management:** Active suppression and opt-out management.
- **Control:** **Brand-safe** publishers and traffic controls aligned to lender requirements.

Start capturing demand before the market sees it. sales@marketbullet.com | MarketBullet.com