

Bank & Financial Services Case Study: How AUSvance benefited from niche targeted marketing campaigns



BRIEF

AUSvance's goal was to facilitate a more tailored and suitable marketing approach toward businesses like restaurants, pubs, café's, bars, retail stores, and hard-line retailers by funding new solutions to growing retail consumer-focused businesses in Australia. AUSvance wanted to grow its business by expanding its reach to Australian retail companies that needed funds.

SOLUTION

While designing solutions for AUSvance, FrescoData focused on making it influential among emergent retail consumer businesses looking for financing services as well as converting marketing solutions into successful lead-generating elements.

After an initial brief, our team of data experts collaborated with AUSvance and took up the challenge of devising action flows aimed at increasing engagement, conversion, and sales. It included small-medium retail businesses taking their first loan to support growth plans, cash flow, financing to back expansion plans, consolidating business debts as well as funds to buy inventory.

In order to insure that the message sent out matched AUSvance's target audience profile, our team of Strategic Marketing Experts utilized components of AUSvance's marketing objectives: proper style, keywords, and content for its subject and message. It was done with the aim to not only create a holistic experience for businesses looking for finance solutions but also to boost communication between AUSvance and its prospective clients. Using statistically gathered information, we recommended the ideal time to launch the e-mail campaign to produce the highest response rate from AUSvance's target market.

Accessibility to AUSvance's marketing campaign analytics enabled us to track campaign performance and receive real reports on bounce rate, open rates, and click-through rates. Those insights were valuable for both AUSvance and FrescoData.

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ABOUT



Founded in 2008, AUSvance is a pioneer in the SME market to create alternatives to traditional bank loans and has become one of the fastest growing companies for SMEs in Australia. AUSvance focuses on supporting the SME market by providing support where banks have not; their business loans and MCA's come with a credit line of up to \$25 million with a 95 percent approval rate.

RESULT

AUSvance's team used FrescoData's insights on their marketing campaign and used it thoughtfully to reach their target audience. The marketing campaign conducted by FrescoData yielded exceptional results; it received an overwhelming response from business owners, reduced cost, and increased operational efficiencies for AUSvance. Ultimately, it enabled AUSvance to achieve optimal usage through the effectiveness of niche targeted marketing campaign solutions. Responses from businesses looking for financial solutions surpassed expectations. FrescoData ran multiple campaigns for AUSvance's after the success of the initial one.