

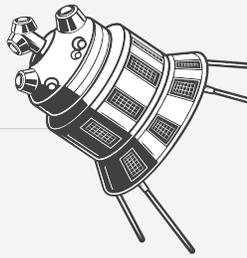
CASE STUDY: CARPAY

**ACCELERATING
SUCCESS.**

**DELIVERING
RESULTS.**



PROBLEM



For Buy Here Pay Here (BHPH) dealerships, managing loans can feel, well, unmanageable. Between reminding customers, chasing down payments, and dealing with delinquencies, repossessions and charge-backs, hassles increase as profits diminish. Carpay eliminates speed bumps on the road to success with loan management software created especially for BHPH dealerships.

THE PROBLEM?

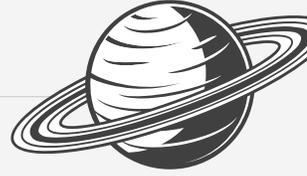
Lack of awareness and an audience that's technology-averse, wary and difficult to reach.



*"Rocket Fuel has been helpful for us in that they've been able to supplement our marketing team in areas where we're understaffed or under-experienced. **They got to know our customers, our team, our culture, and our needs,** and then fit themselves in to help us find more users."*

BRANDON CAVALIER, CEO

SOLUTION



The goal was clear: drive awareness to drive customer acquisition. We began by looking under Carpay's hood to understand its brand promise, value proposition, opportunities and challenges. Then we put the Rocket Fuel Labs playbook to work.

We applied our playbook's Four Ps of Success: Precision, Positioning, Process and Performance.

01. PRECISION

Through our discovery process, we helped uncover identifying characteristics of Carpay's ideal customers, enabling us to more precisely target these prospects and prevent wasted resources pursuing wrong opportunities. We also learned the nuances of the BPH industry to create messaging that spoke directly to our audience, identified optimal marketing channels, created segmented campaigns, and advised appropriate marketing spend for each channel and respective campaign.

02. POSITIONING

We conducted our Uncover the Promise workshop to discover Carpay's compelling and differentiating brand promise. With this key insight in mind, we developed a tagline, brand voice, messaging and marketing campaigns designed to move our audience.

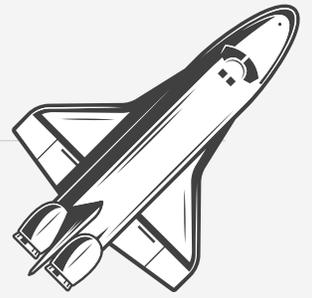
03. PROCESS

We recommended and implemented helpful new tools, including Wordpress, Zapier and HubSpot, to improve the manual processes currently in place. We also coached the Carpay team on how to maintain voice and messaging continuity with leads to help the sales team deliver more effective demos and more sales.

04. PERFORMANCE

We refreshed the website and created an email campaign, paid search ads in Google and Bing, social media ads and custom landing pages. The centerpiece of our efforts was a comprehensive ABM effort that included Mancrate mailers of bacon to drive home the idea that there are easier ways to get bacon.

RESULTS



The work exceeded expectations and propelled Carpay toward its goals. **In our first month, we exceeded our MQL goals and delivered up to 77% leads that were qualified, surpassing our goal by nearly 30%.**

Other attention-getting, brag-worthy results include:



Ready to step up to the launching pad and get stellar results like these?

[Contact us now.](#)