

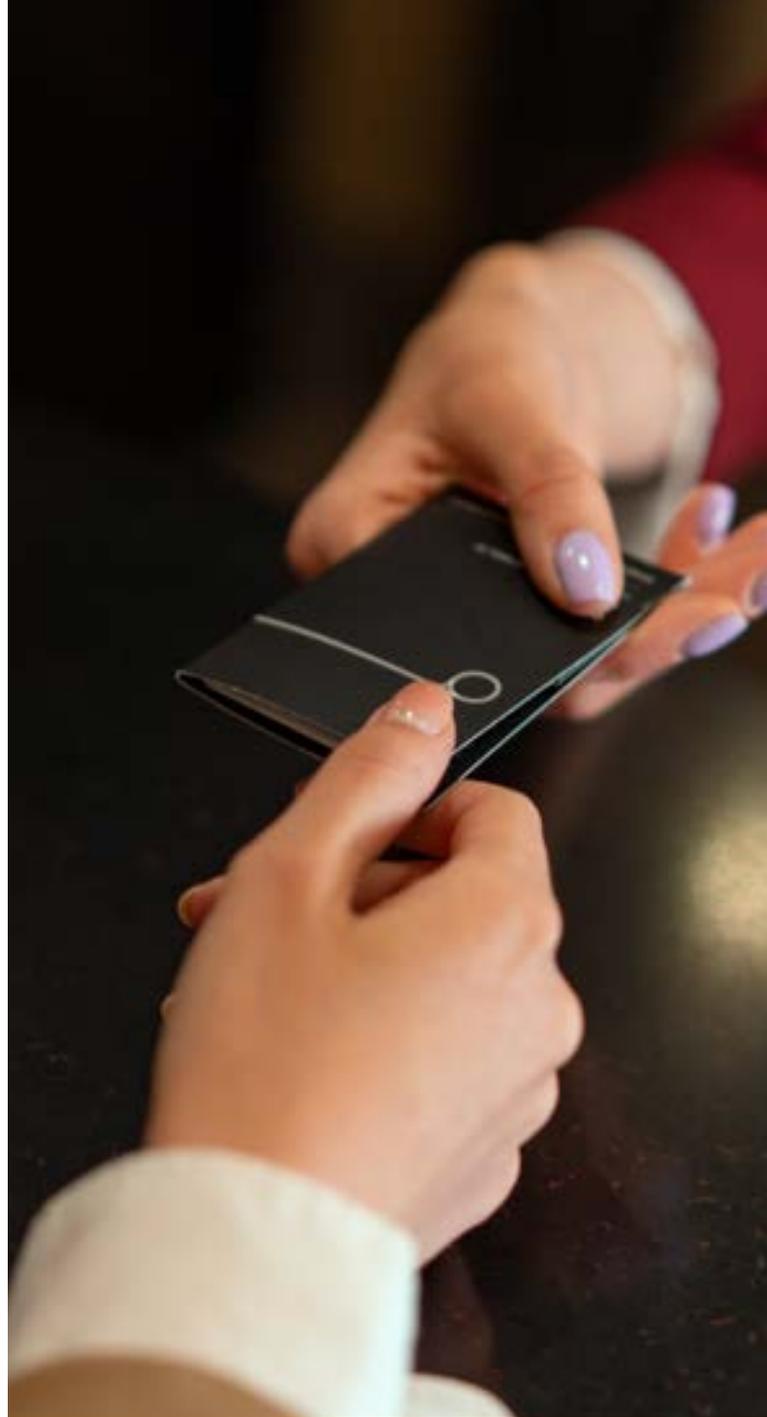


Credit Key

PostcardMania 

Case Study:

How Credit Key helped PostcardMania double average order value, boost conversion and lower cost per conversion.



PostcardMania

PostcardMania is a marketing company with 94,562 clients nationwide. With two decades of expertise, the company's 200+ marketing experts help small businesses target ideal prospects with highly effective postcard marketing campaigns and matching digital ads.

PostcardMania turned to Credit Key to provide B2B clients with instant financing and got a newsworthy bonus of its own.

Credit Key's host of benefits, including in-cart financing, easy terms and robust credit lines, more than doubled clients' average order value from \$2030 to \$4150.

This 104% lift in AOV wasn't the only enhancement.

By including Credit Key messaging on its landing page, PostcardMania also boosted conversion rates by 7.3% and improved cost-per-conversion by 9.7%.

It was the right message at the right time to the right customers. And a powerful partnership built to delight, transform and grow.

DECIDING FACTORS FOR CHOOSING CREDIT KEY :

- Ability to increase average order value
- Potential to increase customer base
- High conversion rates
- Speed to launch
- Ease of use

Results

104%

Increase in AOV

7.3%

Increase in conversion rate

9.7%

Improvement in cost-per-conversion

“

Credit Key has been a great asset and my team is happy with the training and the early approvals. After a successful landing page test, we'll also be including Credit Key messaging more often now that the conversion is proven to be higher.”

- Chief Revenue Officer
Postcard Mania