

**Goal:** Increase Store Traffic  
& Lending Opportunity

# be curious.



Check Into Cash is a national leader in direct lending, providing customers with an affordable, short-term, small dollar credit solution. Founded in 1993, Check Into Cash has grown to more than 1000 branch locations in 30 states. The financial products Check Into Cash offers as a direct lender are also available online in a number of states.

## **Challenge:**

To increase foot traffic and actual loans at the store locations. Payday loan locations have become a dime a dozen and in the neighborhoods they serve, there seems to be one at every corner. By building the brand identity and continuity via a regular targeted direct mail campaign, the goal was to build a sense of trust and integrity while drawing people in to use Check Into Cash services over the many other branded and non-branded options.

## **Approach:**

To deliver an ongoing eye-catching piece with meaningful messages that would catch the attention and build the brand. With monthly colorful, upbeat mailings, we were able to catch the eye of those with seasonal expenses like holiday bills, back to school costs, unexpected bills, or repairs, etc. By providing a strategically appealing offer, the recipient had yet another reason to choose Check Into Cash.

## **Strategy:**

By maintaining a monthly mailer, the image building and continuous exposure would bring a higher recall for the brand. Each monthly message was also a reminder of the types of situations that can arise and be supported with these services. With expiration dates only two months out, the urgency was great enough to encourage quick use when a need or unexpected situation occurred.

## **Deliverables:**



**RESULTS:**

This year-long monthly program increased store traffic dramatically with an approximate 30% response at most locations.