

## Tatacapital.com – Lead Generation

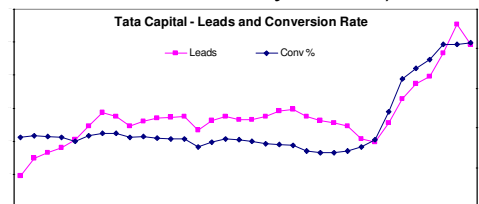
Client – The client is large financial portal – offering services to retail, institutional and corporate clients. Envigo was tasked by Tata Capital to generate valid leads for Personal Loans.

### Lead Generation Campaigns

- a. Initial review: Envigo conducted a review of the brand awareness and online brand presence for the Tata Capital brand, reviewed current market competition and at reaching out the target demographic. Envigo also held meetings with the marketing teams to understand the product features and USPs better.
- b. Envigo submitted a 12 week plan and reviewed it with the client. The plan had the following components
  - a. Microsite and database development
  - b. Design of media plan
  - c. End to end testing
  - d. Launch of campaign
- c. 2<sup>nd</sup> Week: The user flow and the microsite design was finalised in week 1. The microsite was created after a few iterations with the client. A secure database and error checking were added onto it, to keep customer details safe and to prevent incorrect entries. The media plan was also discussed with the client before campaign launch. It included sample keyword and target cities for the search campaign and other media options. The format in which the data would be reported and the process of daily reporting was designed, tested and finalised.
- d. 3<sup>rd</sup> Week: The campaign was launched by creating keyword and placement campaigns on various search engines. Envigo initiated a trademark term protection request on Google to increase more brand level traffic on the “Tata” and “Tata Capital” brand terms. Initial data was used to refine the media plan, which was then weighted more towards search. Validation of leads generated was done on a daily basis. Duplicate and incorrect leads were removed. The lead file was updated and sent to Tata Capital every day.
- e. 5<sup>th</sup> Week: A demographically targeted campaign was launched on Facebook. The response was closely monitored for cost efficiency as well as the customer profile.

f. 7<sup>th</sup> Week: The keywords used in the search campaign were extended. The extension were in the following domains:

- a. Competitor brands – Ads on Competitor brands were used to drive more traffic to the Microsite.
  - b. Loan drivers – Ads were launched on keywords related to consumer durables and holidays, on the assumption that such people could eventually consider using a loan to fund their purchase.
  - c. Geographic keywords – Keywords using the product terms and the set of target cities were also used to drive traffic.
- g. 9<sup>th</sup> week: The campaign volume target was achieved 15 days before the planned end date. The campaign was helped by an increase in observed conversion levels after keyword expansion and optimisation done within the campaign. (Actual numbers below. The axes has been obscured to preserve confidentiality of data)



- h. Post campaign analysis:
  - a. Envigo conducted two sessions with Tata Capital to discuss the learning from the campaign. The following were the main points covered:
    - i. Review of the overall campaign performance and the various types of keywords used
    - ii. Review of the ad copy used and measuring their effectiveness
  - b. All campaign data was shared with Tata Capital to mark the end of the campaign.
- i. For further details on a lead generation campaign, please contact us at [leads@envigo.co.uk](mailto:leads@envigo.co.uk)