

Case study: forward momentum with more focused marketing

Rent-A-Center



Challenge

Rent-A-Center, a leading provider of rent-to-own goods, implemented a game-changing pricing strategy in 2018 and wanted to continue that growth into 2019.



Solution

We partnered with Rent-A-Center to identify and implement some key growth opportunities in our digital reporting and marketing infrastructures, including the implementation of RedPoint (which hooks up directly to their database), more focused paid search tactics, and omnichannel reporting via M.A.P.

We also worked on ways to help the success of the current marketing strategy gain even more momentum, such as:

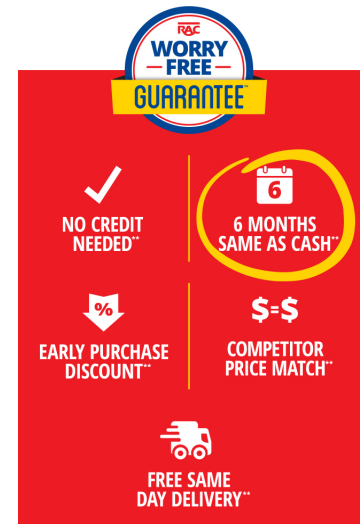
- Highlighting consumer benefits (e.g., 6 Months Same As Cash) through omnichannel promotional campaigns
- Giving more support to successful franchise-owned stores
- Re-allocating budget toward greater ROI-driving strategies, which help increase customer retention



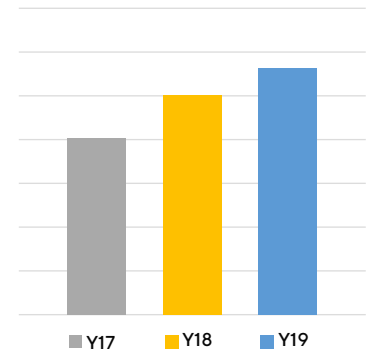
Results

These combined efforts helped develop stronger marketing tactics, reduce spend and deliver smarter reporting in 2019. To date, Rent-A-Center experienced:

- Their highest-ever customer count and a YOY profit of \$50MM+
- A 50% increase in media performance ROI vs. 2018.



Revenue to Date



Customer Balances

