



# Leading Credit Company leverages FirstHive to reduce its Acquisition Cost

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The legacy, centenarian  
NBFC company generates

**15,000 leads  
in 6 months**

with FirstHive CDP

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# Challenges

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## **Disintegrated consumer channels & lack of prospect profile visibility**

NBFC used various consumer interaction channels to identify their users and their behavior. But, these channels remained in silos. This curbed the lending organization to comb across channels and segment them based on preferred behavior for forward communication. It also constrained the visibility of those prospects whose details were recorded in both the lead management system, mobile app or SMS distribution list. This led to ineffective marketing with a siloed view. Their entire marketing infrastructure was not integrated.



# FirstHive's Solution

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## Integrated channel view & lack of prospect profile visibility

FirstHive CDP brought over a dozen channels on a single platform. The CDP integrated with their Lead Management System, Mobile App, Website and also marketing activation channels like SMS, Email, Mobile Push, Social Facebook & Programmatic. With the single view, their marketers could simplify the marketing infrastructure, eliminating hassles for front end users such as their sales force. Using the single dashboard, they viewed unique customer identities across their lead management system, website and mobile app. They created a matured forward communication with evolved, personalized & consistent marketing communication to the users on-site, mobile app, through email, SMS & programmatic channels.





# Impact and Result

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## Increased lead acquisition and cross-selling opportunity

Within 6 months, the NBFC generated over 15,000 leads for two products: Two Wheeler Loans and Used Car Loans. They effectively implemented lead nurturing and employed cross sell offerings with innovative data-backed campaigns using FirstHive CDP. The NBFC has set forward to employ lead generation activities with FirstHive CDP. They strongly foresee that using FirstHive they can expand opportunities with other products like Consumer Durable Loans, Commercial Vehicle Loans etc