

# VYOND



## AMERICASH LOANS [ financial services ]

AmeriCash Loans uses Vyond videos in its email campaigns and YouTube channel. Their content ranges from a video introducing their new website to videos that explain the online and in-store application processes and how to create a customer profile.

## SUMMARY of SUCCESS

- 400,000 views of the company's YouTube channel since its creation in August 2016
- 23% of incoming customers in Q1 2017 said that they learned about the company through its online videos
- 130% increase CTR for email campaigns featuring animated videos, compared with CTR for emails without animated video

## BACKGROUND

Founded in 1997 in Des Plaines, Illinois, AmeriCash Loans and its affiliates are leading providers of alternative consumer financial services such as installment loans and signature loans. The company offers short-term financial products online as well as at 60 brick-and-mortar locations in Illinois, Wisconsin, Missouri, and South Carolina.

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## THE CHALLENGE

In mid-2016, AmeriCash set out to refresh its decades-old branding, including its logo and tagline, to establish consistency between physical stores and the company's online presence. In August 2016, AmeriCash Loans introduced a rejuvenated and redesigned digital customer experience based on the results of customer surveys and heat-map tracking of the website and loan application process.

“We needed to create an online brand that meshed well with our customers and our continued focus on customer service,” says Paul Mulvihill, AmeriCash Loans marketing manager.

The results of this research led the company to create an easy-to-use, one-page version of its loan application and simplify its website with user-friendly navigation. A restructured store locator page now allows customers to find the most convenient brick-and-mortar location and easy directions at the click of a button. Social media channels and the blog are now integrated with the website to create a sense of community.

AmeriCash Loans' next step: Extend the new branding and messaging to lead generation efforts. The company wanted to increase customer retention and attract new customers

organically, in addition to purchased leads. AmeriCash Loans decided to evaluate video as a tool to increase click-through rates and increase company and product awareness, particularly in its email marketing strategy for introducing the new brand to new and existing customers. While researching different video production options, including live-action video, Mulvihill came across Vyond and quickly realized that animated video was the best and most cost-effective option for proving the viability of video marketing.

## THE SOLUTION

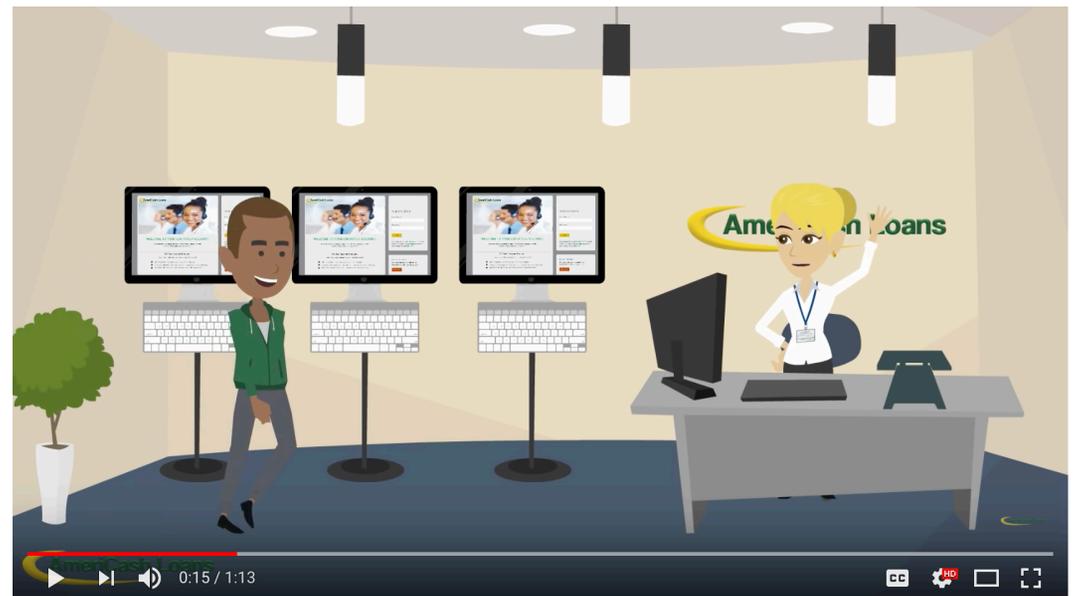
“The cost of entry with [Vyond] versus live-action video production made it, quite frankly, a no-brainer,” says Mulvihill. “It was a question of ‘Do we spend \$20,000 on one 30-second live-action commercial in a month or two, or do we spend a couple hundred bucks and be able to create a variety of videos to test the concept next week?’”

Despite having no previous experience with animated video or Vyond, Mulvihill and his team created their first video in just a few hours using Vyond's trial version. After seeing how easy the product was to use, Mulvihill upgraded to a team subscription within days of his initial trial.

“It really only took a few hours to understand the core concepts,” says Mulvihill. “Within the first few days, we were rocking and rolling, and within a few weeks, we had a solid understanding of all its capabilities.”

In addition to incorporating Vyond videos into its email campaigns, AmeriCash Loans also created a [YouTube channel](#) in August 2016 that now houses around 20 videos, 10 of which were created in Vyond. Content ranges from a video introducing the new website to videos

that explain the online and in-store application processes and how to create a customer profile. The company also produced a series of light-hearted holiday videos for Halloween, Thanksgiving, and even Black Friday.



*Click on the image to see one of AmeriCash Loans' YouTube channel videos.*

## RESULTS

The results of AmeriCash Loan's Vyond video marketing campaigns have been extremely successful, according to Mulvihill. The company's YouTube channel has had more than 400,000 views since its creation.

"Our C-level executives have been surprised and impressed," says Mulvihill. "They didn't expect to see these results from this type of endeavor."

In the first quarter of 2017, email campaigns featuring animated videos saw an open rate of 11%, compared to open rates of 0.9% for emails without videos. Click-through rates (CTR) to the AmeriCash website increased from 0.03% to 2.2%, Mulvihill says.

"Across the board, we've seen an increase of about 150% over last year in organic customers both at our store locations and online, which is beginning to translate into larger returns on the new customer sets," he says. "These customers are better qualified and more interested in the products we offer."

He adds, "We're also seeing increasingly higher rates of returning online customers, who reference our digital branding efforts as part of the trust in the brand we've introduced, including videos."

The animated videos explaining the loan application process have also significantly decreased follow-up calls from new customers with application and account questions, according to Mulvihill.

"The information we're providing through the [Vyond] videos is obviously sufficing to answer their questions."

AmeriCash Loan's Vyond videos also have a high recognition factor among customers. When asked during the application process how they heard about the company, 23% of incoming customers in Q1 2017 cited video ads on social channels, including YouTube. Mulvihill says that number continues to grow.

"The increase has been astronomical," he says. "The mainstay of that success has been our [Vyond] videos."

Customers mention the online videos not only when they're talking to customer service representatives on the phone but also when they visit AmeriCash Loans store locations, which has never happened before, according to Mulvihill.

"I'm a big fan of [Vyond]," says Mulvihill. "It's really an awesome program and a great way for small-to-mid size businesses to be able get into this arena without sinking the ship—or their budget."