



**RoundClicks**

**CASE STUDY**

How a loan **affiliate marketer**  
added value to his business  
creating **funnel pages**  
on RoundClicks

- A Case Study

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## Client's Profile:

An affiliate marketer with a loan lending company for small businesses, entrepreneurs, and individuals wanted to build a landing page and funnel pages. The loan approval process involved much paperwork that downturned or delayed the potential clients. He wanted to create something efficient to cut-short the time-consuming process.

## Background

The client tried implementing several approaches to simplify the horrendous process, which was sending away the clients. However, everything proved to fall-short, and he was yet to discover or invent something worthwhile. Even though they could go into making instant decisions and credit the amount on the same day in most cases, they couldn't convert it profitably.

## The Challenge

The real challenge was to address the obstacles which lay in the form of lengthy loan applications that extended the loan applying time. Our client had tried numerous ways to reframe the challenges into opportunities but all in vain. We aimed at delivering the best solution to decrease the loan process time as the client envisioned.

## Our Findings & Recommendations:

Our experts precisely understood the requirements right from the first conversation. A landing page and a few funnel pages were suggested for breaking down the lengthy loan application process. On the lighter note, it is affordable and more productive enough to deliver what was being anticipated by the client.



## Our Approach

The landing page is for a loan affiliate website. Usually, the clients' think of applying and getting the loan hassle-free, but the lengthy processes were freaking them out. The entire process can be summed up as:

- You apply
- You get your decision.
- Your loan gets streamed right to your account.

Filling out the forms had to be taken to the next level by building a performing landing page and specific content. Besides, we planned to create a quiz game for potential clients to make them feel exciting and engaging. This prevented most of the halfway form filling exits.

For quality and security reasons, we display here a few prototypes of the forms that were created by our team:



## Quiz Form

### How's your credit score?

Select the box that best matches your credit score.

500 or below

500-600

600-650

650-680

680-720

720-760

760+

CONTINUE >

### How much money do you need?

\$ 0

CONTINUE >

**Have you had a bankruptcy in the last 5 Years?**

Yes

No

**CONTINUE >**

## Impact On Client's Business:

- The landing page focused on communicating the loan benefits by showing video content to arouse a visitor's curiosity.
- Customized call to action buttons at four spots on the landing page was incorporated o make it count.
- Funnel pages showed full information on the step-by-step approach.
- This triggered much easiness in the client's mind, and those who tried to quit early were presented with a piece of popup information.

## Conclusion:

Using RoundClicks landing page and funnel pages, the anticipated result was delivered to the client. Compelling content for the pages was used on the pages; it was quality-focused and not quantity-focused. The pages recorded an increase in the completion of loan applications. As a result, the loan affiliate marketer started getting more new clients.

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