



## CHECKERED FLAGS FLY FOR AUTO LENDING SERVICE USING CUSTOM 800 NUMBER IN TV INFOMERCIAL

### 1-800-NEW-LOAN

**BACKGROUND:** Virtual Lending Source is a lead aggregator of auto and home loans. They use the latest technology to maximize lead generation for maximum profitability.

**AGENCIES/CLIENT:** Robert Bailey, CEO – Virtual Lending Source  
Jon Urena – Impact Advertising & Consulting Inc.  
Christian Holiday – Global Media Marketing

**CHALLENGE:** Generate response and keep costs below \$100 per call during the ad campaign.

**STRATEGY:** Highlight the phone number 1-800-NEW-LOAN in a thirty minute infomercial to produce response and process loan applications. Repeat in multiple markets nationwide.

**RESULTS:** “There are thousands of commercials running in every market and most of them sound the same, says Mr. Urena. “We knew it would be important to differentiate Virtual Lending Source to escape the existing ad clutter and outshine the competition.”

Virtual Lending Source, Impact Advertising and Global Media Marketing established a cost per call expectation to come from the infomercial. According to Mr. Urena, the company owners are “shocked and thrilled” with the results; the combination of the direct response tool, 1-800-NEW-LOAN and the infomercial format generated five incoming calls every minute during the half hour spot.

The lead quality was just as impressive as the quantity: of every 100 calls, the company processed 65 applications. And, of every 65 applications, ten resulted in approved loans (and “sales”) for Virtual Lending Source.

Mr. Bailey, Mr. Urena and Mr. Holiday surpassed their initial budget expectations, with each call costing them well below the market average cost loan leads. The campaign results enabled them to maximize their investment and come out ahead.

Mr. Urena explains, “I have always believed in the power of vanity 800 numbers. After running the infomercial in Tampa my point is proven again. The vanity 800 number is outstanding at getting into peoples’ minds and sticking.

I encourage any business who is actively advertising to use a vanity 800 number. They’ll get more response and maximize their media budgets,” concludes Urena. “I am a huge fan.”