



OVERVIEW

Midland Credit Management is the nation's largest debt collection company. Traditionally an analog company, doing outreach via phone calls and direct mail, the company did just over \$20M in digital revenue in 2017, and under Ian's guidance, grew that to over \$100M by 2020, through consistent, data driven customer experience improvements.

FINSERV CASE STUDY

Financial services company grows digital revenues from \$22M to over \$100M in 3.5 years!

CHALLENGE

Getting people to actually pay off their credit card debts, when all previous attempts by their card issuer and other collectors had failed. This was our primary objective, to get people to come to our digital self service property to pay off their debt, either in a one time payment or via setting up a payment plan, and then lifetime maintenance of those payment plans .

- Company had side-of-desk efforts from limited personnel focused on the digital design and experience.
- Started with a team of 2, redesigned the user flow achieving 15% login improvement.
- Grew from \$22M to \$33M and to a team of 8, redesigned the flow further for 12% improvement.

RESULT

**56%
CAGR**

Starting in 2017 with a team of 2, and growing that team to 8, 12, and finally 14 in the marketing department, Ian led MCM to revenues of \$22M, \$33M, \$56M, and \$104M, achieving a 56% compound annual growth rate. Ian's tireless focus on learning the customer, and what they need to feel, in order to take the next step in the process, allowed him to continually A/B test into better and better converting customer experiences.

- Grew from \$33M to \$56M and to a team of 12. Redesigned further to achieve 8% improvement.
- Grew from \$56 to \$104M and to a team of 15 with 24 indirect reports. Designed & executed ABM strategy at scale (10M+)

SOLUTION

Through team leadership, strategy design, execution oversight, and extensive innovation, including advanced b2b style account based marketing tactics and owning multiple lines of paid search results, Ian was able to lead MCM to over \$100M in annual revenues

Ian is a passionate leader who will tirelessly drive for results. If you need to get something done, point Ian in that direction and he will find a way to getting the job done. He has a good balance of technical knowledge, creative design experience, and web analytics.

If you are ready to stop questioning your marketing ROI and would like to experience this kind of exponential growth, please get in touch with us today!



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