Customer Success Story

U.S. Based Fintech



How Altumind Empowered a U.S. Based Fintech to Scale Digital Growth and Engagement

Industry:
BFSI and Finance

Solution:
Digital Marketing Solution

Client Overview

This U.S.-based fintech company is dedicated to providing student loans for international students and DACA recipients studying in the U.S. and Canada. With a mission to make quality education accessible, it helps students achieve their academic aspirations without requiring a co-signer or collateral. To enhance its digital presence, drive quality leads, and foster meaningful engagement, the company partnered with Altumind Global for SEO, performance marketing, and social media management.

Quick Facts

+18%
Increase in Organic Traffi

-30%
Reduction in Cost Per Lead (CPL)

2,000+
High-Quality Leads in 6 Months

Challenges

Despite offering a strong financial product, the company faced several challenges in expanding its reach and engagement. Its organic traffic was limited, making it difficult to attract students seeking loan options. The cost per lead (CPL) for international student-focused campaigns was high, reducing overall marketing efficiency. Additionally, engagement on social media platforms was inconsistent, limiting brand visibility. Lastly, the lack of a structured content strategy made it challenging to educate and attract international students effectively.



Our Solution

Search Engine Optimization (SEO)

- Conducted comprehensive keyword research targeting key phrases like “student loans for international students,” “no-cosigner loans,” and “DACA loans.”
- Developed a content calendar with blog topics covering financing education abroad, loan success stories, and financial aid navigation tips for international students.
- Optimized blog posts and landing pages to rank for high-value keywords.



Performance Marketing

- Designed targeted campaigns on Google Ads and Meta Ads, focusing on high-intent audiences in India, China, and Latin America.
- Implemented segmented retargeting ads using blog traffic data to lower acquisition costs.
- Launched seasonal campaigns promoting interest-free repayment periods and exclusive loan benefits.
- Introduced push notifications and pop-ups for loan promotions and webinar registrations.

Social Media Management

- Revamped Facebook and Instagram content strategy with educational posts on financing options, loan success stories, and interactive content like polls, quizzes, and live Q&A sessions.
- Leveraged influencer marketing to enhance brand reach.
- Used animated video explainers to simplify complex financial concepts.

The Implementation Journey

Altumind executed a multi-faceted approach, integrating SEO, performance marketing, and social media strategies in a phased rollout. Each phase focused on targeted improvements, from enhancing organic search visibility to refining ad placements and engagement tactics. The campaign was continuously optimized based on data-driven insights, ensuring sustainable and measurable growth while adapting to shifting audience behaviors and market trends.

Key Transformative Solutions Delivered by Altumind

- Data-Driven SEO Strategy to enhance organic visibility and attract high-intent student loan seekers
- Targeted Performance Marketing Campaigns optimizing ad spend and reducing CPL across key regions
- Engaging Social Media Content Strategy to drive awareness, trust, and interaction among international students
- Influencer Collaborations & Video Content to simplify financial concepts and improve brand credibility
- Personalized Retargeting & Lead Nurturing leveraging blog traffic insights for higher conversion rates
- Ongoing Performance Optimization ensuring continuous growth through data-backed refinements



Results

Through a comprehensive digital strategy, Altumind Global helped the company scale its digital marketing efforts while reducing acquisition costs. The SEO initiatives led to an 18% increase in organic traffic, with blogs contributing 40% of total website traffic and reducing CPL by 25%. Performance marketing efforts achieved a 5.8% CTR, a 30% reduction in CPL, and generated 2,000+ high-quality leads in six months. Social media management strategies resulted in Facebook followers reaching 90K (+20%), Instagram followers growing to 31K (+25%), and a 6.2% engagement rate, contributing to a 15% increase in social media-driven website traffic.

Altumind continues to support the company in its mission to empower students worldwide, ensuring financial accessibility for higher education.

Empowering Businesses with Digital Innovation & Human-Centric Solutions

Altumind is a digital solutions powerhouse committed to helping businesses thrive in today's ever-evolving digital landscape. We bring together cutting-edge technology, data-driven insights, and human-centered design to drive impactful digital transformation.

As a strategically, we deeply understand your business challenges, leveraging AI, RPA, and cloud computing to craft tailored solutions that maximize ROI, streamline operations, and deliver measurable growth.



Experience Design

Crafting intuitive user experiences that enhance engagement and drive customer satisfaction.



AI & Automation

Leveraging AI, RPA, and advanced analytics to optimize operations and enhance decision-making.



Cloud Solutions

Empowering businesses with cloud-native architectures for scalability and efficiency.



Data Analytics

Transforming raw data into actionable insights to drive informed decision-making.



Digital Strategy and Consulting

Guiding businesses in their digital transformation journey with strategic planning and execution.



Technology and Engineering

Building scalable and robust digital platforms, including web and mobile applications.



QA & Testing Services

Ensuring seamless functionality, security, and reliability through rigorous testing processes.



Digital Marketing

Enhancing brand visibility with targeted strategies, SEO, and data-driven marketing campaigns.



Managed Operations

Providing end-to-end operational support to streamline workflows and boost productivity.



Cybersecurity

Strengthening security through proactive threat detection, risk management, and compliance.

Book a Free Consultation

Here's Why Altumind is a perfect fit for you too:

- Comprehensive digital solutions spanning experience design, AI-driven automation, and cloud transformation.
- Scalable and customizable technology tailored to unique business needs.
- AI, RPA, and analytics-driven automation to enhance efficiency and decision-making.
- Cloud-native architectures and digital solutions designed for global scalability.
- Expert-led implementation and post-deployment support for seamless execution.
- Integrations with enterprise systems ERP, and e-commerce platforms.
- Adaptive talent solutions with Altumind Agiliti to access the right expertise at the right time.

Accelerate your digital transformation with expert-led innovation and next-gen technology.

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