



# Client Success Story



## Background & challenge

Rapida (Rapidamoney.pl) is a leading loan originator in the Polish market. The company is a part of the Richmond Group which is investing in fast-growing EdTech, FinTech and PropTech startups all across Europe. Rapida Money provided a total of PLN 476 million in loans to 38,267 customers. Rapida offers loans irrespective of credit history. This lender is even helping borrowers that were rejected by other companies. Rapida is committed to their mission of being a responsible loan provider.

In order to fuel their growth, Rapida was looking to:

1. Leverage the most sophisticated affiliate technology
2. Capture the best possible traffic sources (affiliate networks, direct publishers, finance bloggers, brokers)
3. Efficiently manage credit note creation and payouts to all traffic sources





## Circlewise's Impact:

# Consolidation and boost

Due to the intense competition in the Polish loan industry, it became more and more difficult to find new customers. That is why Rapida was looking for strong partners to boost their business. Their partnership with Target Circle started in March 2017. Despite the strong competition, we were able to connect the best traffic sources of all types: affiliate networks, comparison sites, brokers, and bloggers to acquire new customers. Our advanced technology, experience and attitude ensured that we saw positive results shortly after the campaign launch.

With Target Circle, Rapida could easily:

1. Analyze all revenue and cost data in one place
2. Optimize traffic sources and remove low-performing ones as needed
3. Manage their private affiliate program





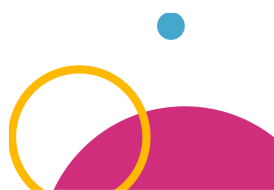
## By the numbers

The following success metrics were achieved for Rapida during the 30 month period (April 2017 - October 2019):

**9M** PLN In Issued Loans

**700** Loans Issued

We successfully connected Rapida to the best possible traffic sources on the market. The number of issued loans and amount of money proves that Circlewise delivered a significant sales boost during this period in contrast to the struggles of a number of competitors.





# Circlewise's value

## To Rapida Money and Richmond Group

In summary, our platform allowed Rapida Money to significantly increase their sales despite the fact that the Polish loan market had become more and more competitive. Now we are spreading this impact to other markets and excited to launch private programs for the Richmond Group in other EU countries (Bulgaria, Romania, Spain).

"The Circlewise platform gave us a tremendous boost from the very beginning. They were able to connect our offer to different traffic sources: content publishers, comparison sites and even brokers. Now we are waiting for the next GEO's where we can expand our cooperation with Circlewise."

**PIOTR DĄBROWSKI**

CCO, Rapidamoney Sp. z o.o.

Contact us today to learn how you can use our technology to work with the best advertisers and optimise your marketing activities.

Learn more: [sales@circlewise.io](mailto:sales@circlewise.io)

