



CASE STUDY

# \$244M in Enrollments: **How a Leading Debt Relief Brand Scaled Results with Madrivo**



# Introduction: A Shared Vision for Success

A leading debt relief provider partnered with Madrivo to improve their reach and campaign performance. With a mission to help individuals and families regain financial freedom, this partner specializes in negotiating with creditors to resolve unsecured debts—including credit card balances, personal loans, collections, and more.

Since late 2022, the collaboration has been built on transparency, efficiency, and shared goals—allowing this brand to connect with more people in need and scale with confidence.



## The Challenge: Finding Quality at Scale

The brand needed a performance marketing partner capable of delivering volume and quality. Other partnerships had proven inconsistent, especially in lead quality and CPA targets, which impacted the morale and efficiency of the internal sales team.

## The Solution: Tailored Strategy, Scalable Results



### Affiliate Network Access

Madrivo's curated network of exclusive, high-performing publishers delivered results quickly in an initial test campaign—leading to rapid scaling and long-term collaboration.



### Operational Alignment

A custom tracking and reporting setup ensured transparency on subIDs, simplified optimization, and drove faster decision-making on campaign levers.



### Ongoing Innovation

Over time, Madrivo layered in new strategies including:

- Advanced social publisher testing
- Channel diversification
- Email and display optimization

These efforts significantly improved campaign performance—especially in lowering CPAs and increasing the average enrolled debt amount.

# The Results: Transformational Growth

## Key Achievements:

- ✓ **\$244 Million in Debt Enrollments:** A testament to the partnership's impact and reach
- ✓ **78% YoY increase in total marketing spend:** Demonstrating consistent trust and performance
- ✓ **3.8% CPA Efficiency (Cost per enrollment / average enrolled debt):** A healthy and sustainable metric supporting profitability
- ✓ **28% Lift in Average Enrolled Debt:** From \$23K to \$29.5K within two years
- ✓ **27% Reduction in CPA:** Driving efficiency while scaling
- ✓ **Social Media Campaigns:**
  - 13% CPA reduction
  - 28% increase in enrolled debt (\$21K to \$28K)

"Madrivo has proven to be one of our most impactful partners. In just two years, we've made incredible progress and look forward to helping even more people improve their financial situations. Their commitment to open communication and strategic innovation makes them invaluable."

VP of Business Development, Debt Relief Brand

# The Path Forward: Scaling Smarter, Faster

Together, Madrivo and the brand continue to explore:

- Social Media Optimization: Further testing and expansion of social channels.
- Elevating the Email Channel: Continuing to optimize high-intent email traffic with our best-performing exclusive teams.
- Innovative Campaigns: Exploring new campaign models including CPM, Madrivo-owned consumer sites, and multi-lingual consumer acquisition strategies.
- Sustained Growth: Leveraging historical data to integrate top-performing publishers into new campaigns fostering more scalability and longevity.

## Conclusion: Built for Performance. Proven to Scale.

This case study is proof that the right performance partner can dramatically increase results without compromising on quality. With Madrivo's people-first strategy, vetted traffic, and transparent attribution, your brand can confidently scale across channels and campaigns.

Want to see what's possible?  
Schedule a demo today.



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