



LENDI

EDUCATING CONSUMERS WITH PLAYABLE ADS

CONSUMERS DISCOVER HOW MUCH THEY CAN SAVE WITH THE RIGHT LOAN FROM LENDI.

Lendi is Australia's first home loan platform that uses advanced technology to simplify the home loan process.

Matching loans from over 37 lenders with individual needs, Lendi gets consumers approved in an easy online process that saves time and reduces costs.

To build awareness of their ability to help home owners not only save money but make the loan process easier, Lendi launched the "Discover the Difference" playable mobile ad campaign.

Consumers were invited to toggle various loan components, including time remaining on their existing home loan and amount owed, to calculate how much they could save with Lendi.

The playable end screen would then display how much or how quickly they could pay off their loan including the savings they could achieve with just 0.1% rate change.

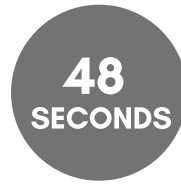
The campaign performed extremely well with a whopping 68% of players clicking through to the Lendi site to learn more and continue their home loan journey.



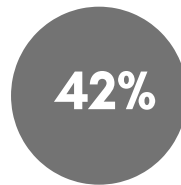
PROVEN PERFORMANCE



CLICK THRU RATE
OFF OF END SCREEN



AVERAGE TIME SPENT



ENGAGEMENT RATE



COMPLETION RATE

Lendi Pty Ltd t/as Lendi is a related body corporate of Auscred Services Pty Ltd (ABN 50 164 638 171, Australian Credit Licence 442372). All applications are subject to credit assessment. Lender fees and charges apply.