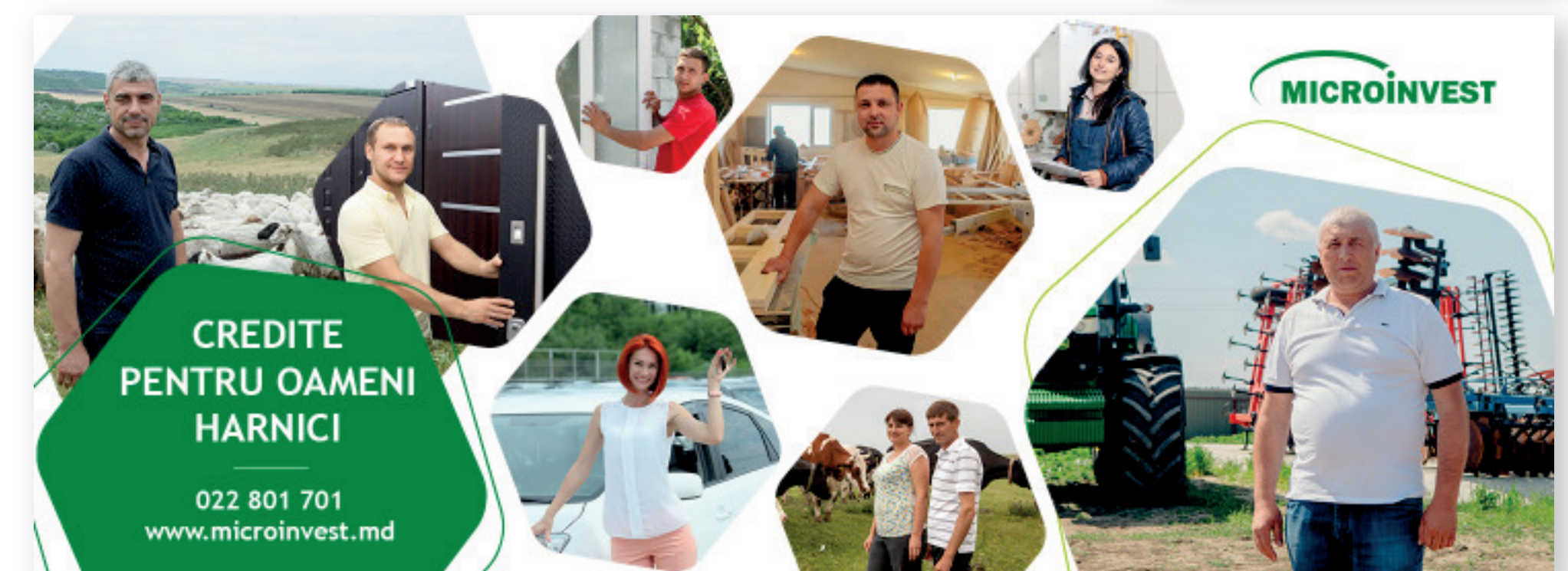


MICROINVEST (MOLDOVA)

OVERVIEW

In addition, it uses such popular online channels as:

- Digital marketing accounts for 15 percent of Microinvest's marketing budget at present. Its offline activities include print, TV and radio, corporate branding and more.



MICROINVEST
LOANS FOR HARD-WORKING PEOPLE



CLIENT TARGETING

Microinvest is aware that some clients will always prefer face-to-face contact and frames its digital marketing messaging in terms of the benefit that digital services deliver to clients: namely that these services will save the clients valuable time and effort. It runs ads on different online channels, using its in-depth customer analysis to tailor the ad buy to target the right people according to interests, age, region and behavior.

When the COVID pandemic emerged, Microinvest used digital marketing to funnel current and potential clients away from its in-person services and towards its existing online services (payments, loan applications and more) – and used the lockdown as an opportunity to help clients acclimate to virtual contact.

COSTS AND RESULTS

On average, the website attracts 26,000 unique visits per month with a 15 per cent conversion rate into new clients – a solid performance by e-commerce industry standards. Microinvest estimates the cost of one lead via digital marketing is approximately €3: a low figure by industry standards, but nonetheless one that the company is seeking to improve.

One of Microinvest's most successful digital campaigns in 2020 was one promoting home renovation loans featuring a 3D video of a young family repairing their new house and the benefits of home improvement loans at Microinvest. By producing engaging content for a targeted audience across a variety of channels, the campaign reached 8.7 million people in a month. This core one-month campaign was followed by four months of tie-in content and posts featuring the same characters and offering advice how to choose the best repair materials (in partnership with a range of local shops and distributors), carousel ads on Facebook, Display and Search Ads on Google and more. Overall, the campaign resulted in approximately 6,000 new loan applications.

FUTURE CHALLENGES

In future, Microinvest hopes to hone its skills in tailoring its digital marketing campaign messages based on the profile of clients in the segment being targeted – and to provide clear and engaging content to clients while consolidating its visual brand within the financial services sector. Importantly, this includes solidifying its corporate identity as a responsible lender. Unfortunately, across Moldova there are well-known cases of client overindebtedness that have occurred as a result of irresponsible behavior of certain lending organizations. Microinvest is positioning itself as a responsible lender, whose products and conditions are transparent and fair.

Finally, Microinvest seeks to consolidate its experience in digital marketing to pursue a multi-channel marketing strategy; this will help the company deliver the right message at the right time, to meet clients and potential clients where they are in their financial lives, and to deliver a unified customer experience that acknowledges previous touchpoints along the customer journey.



MICROINVEST AT A GLANCE

Status	2003: Founded as a nonbank credit institution
	2015: Gained SMART certification
Portfolio	43.5K clients; €150m portfolio
People	230 staff; 15 branches
Services	Agricultural, SME, retail loans (including buy now pay later and car loans), credit line
Creditors	BlueOrchard, Symbiotics SA, Triodos IM, WorldBusiness Capital Inc., FMO, Frankfurt School FS, Bank im Bistum Essen Eg, MCE Social Capital, Grameen Credit Agricole Foundation

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