

Propel Holdings Marketplace Case Study

Driving revenue & origination growth by participating in both sides of Engine's Network



Engine Marketplace Performance at a Glance

7x

Uplift in volume

45+%

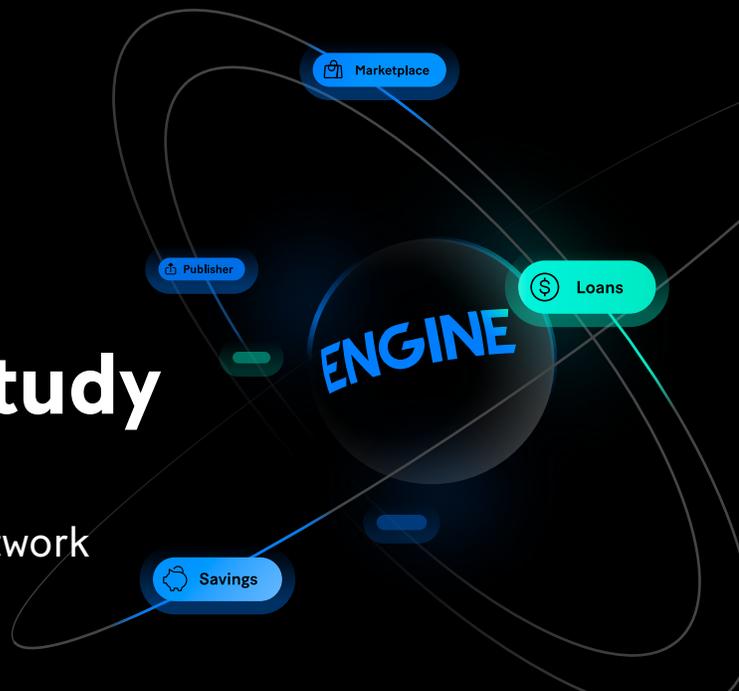
Revenue compounded monthly growth rate

2.8x

Increase in approvals

283%

YoY growth in originations



Propel's Growth Initiative

Propel Holdings and its bank partners sought a strategic partner to help enhance the monetization of their 1st-party declined traffic while driving significant growth in their loan origination volume.

Why Engine

Engine delivers personalized, data-driven financial experiences, enabling lenders to optimize engagement and expand access to credit for their consumers.

“

Partnering with Engine by MoneyLion has enhanced how we monetize our declined traffic. Their personalized approach, seamless implementation, and advanced targeting has paved the way for continued growth between our two companies.”



Erika Linden
Sr. Marketing Manager, Acquisition



The Solution

Propel Holdings implemented Engine's Marketplace Solution to optimize both decline traffic and loan originations across the platform.

What We Did

CreditFresh sought to enhance the monetization of its 1st-party declined traffic, initially allocating just 10% of this traffic to Engine for testing against competitor performance. After a single quarter of collaboration, CreditFresh reallocated over 70% of its declined traffic to Engine's platform driven by superior revenue performance. With a focus on optimization, white-glove service, and leveraging Engine's second-look infrastructure, Engine outperformed its competitive set. The Earnings Per Lead (EPL) consistently exceeded CreditFresh's target range, showcasing further potential for growth. By offering a highly personalized experience for CreditFresh's declined consumers they were able to capture increased value from previously unconverted leads, increasing both revenue and engagement.

Propel Holdings and its bank partners aimed to increase their loan origination volume, where Engine focused on optimizing marketplace performance and consumer targeting. Through Engine's advanced data-sharing capabilities, performance optimizations, and strategic channel enablements, including exclusive agreements within Engine's network which contributed to roughly 5% of the growth, Propel was able to further accelerate its originations. Engine's real-time targeting and offer visibility improvements allowed Propel to reach the right consumers at the right time which positioned Propel to more than double its 2023 platform origination volume, demonstrating the effectiveness of Engine's network and optimizations in achieving sustainable growth.

Engine Platform Results

Since launching with CreditFresh, Engine grew lead volume and payouts by 8x over six months, with EPL consistently surpassing target ranges, peaking at 16% above expectations. Additionally, Engine grew Propel Holdings' and its bank partners' originations on platform by 283% YoY from 2023 to 2024 with approximately 5% of this growth driven by exclusive new acquisition channels agreements within Engine's network.

2024 Growth in Platform Revenue



YoY Growth in Platform Originations



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