



Case Study: Content Helps Credit Sesame Gain Millions of New Members

[Credit Sesame](#) is a financial wellness company that gives a complete picture of a consumer's credit and loans in one place, at no cost. Credit Sesame's proprietary algorithms analyze the consumer's finances and use bank-level analytics to make predictions about the likelihood of approval for a given credit product. Members get access to their credit score and related resources, as well as personalized suggestions for potentially money-saving financial products.

Membership is free. Premium membership is available but does not represent Credit Sesame's primary revenue stream. Long-term, growth-sustaining revenue comes from the commissions paid by creditors when members click through to apply, and are eventually approved, for new credit products.

The challenge: grow the membership base

Since a certain percentage of members will explore credit options on the site and apply for recommended products, the greater the membership base, the greater the potential for earning commissions. The greater the potential, then, for long-term profitability.

To increase the number of commission-earning opportunities, Credit Sesame needed to grow its membership base exponentially.

The process: build content to build trust

In the financial industry, ad dollars are wasted without expertise and authority. Before launching ad campaigns, Credit Sesame needed to build a foundation of accurate, accessible information that visitors could use and rely upon once arriving at the site.

An Army of Writers founder Kim Rotter was brought on board to identify several key content verticals that would help organically capture the right kind of traffic and keep the reader on the page. To develop a content library within these verticals, An Army of Writers engaged contributors with specialized knowledge. These included top-level writers with personal finance and consumer credit expertise as well as industry insiders with name recognition and established fan bases.

Kim's knowledge of personal finance is expansive. She and her team create clicky content.
Erin Renzas, Global Growth Strategy

One of the most critical elements of the strategy was to put an editorial and fact-checking team in place to ensure that no misinformation was delivered to the consumer, nor any messaging that would put affiliate relationships at risk. To lose credibility or partnerships would have been disastrous.

The team produced daily blog posts, detailed educational guides, social media microcontent, custom imagery, infographics, and downloadable booklets and worksheets for consumers actively seeking to improve their credit or reach a financial milestone.

We also produced several pieces of thought leadership content on behalf of the Credit Sesame executive team. These articles were successfully placed in high-profile industry outlets.

Kim's team delivers quality work and transparency with a can-do attitude.
Claire Tak, Head of Content

The result: membership grew by the millions

Between 2013 and 2018 Credit Sesame:

- Leveraged its content library in a variety of campaigns, including landing pages and paid ads, that resulted in significant new member acquisition
- Grew its membership base to more than ten million members
- Became a major player in the U.S. consumer credit industry
- Established firm footing on all of its social channels

Credit Sesame is now a highly trusted source of information and a top-ranking competitor in the consumer credit and personal finance space. Traffic peaked in early 2018, after which the content strategy was put on hold.



Credit Sesame engineers continue to refine its proprietary algorithm to match members up with appropriate and beneficial financial products, leading to ongoing income-earning opportunities and financial success for the company.