

CREDIT BUREAU DAY RESULTS

The Credit Bureau Day initiative on the 22nd of September was one of the most interesting international marketing projects we did this year at #Creditinfo. Not because it basically cost no money and generated outstanding results in terms of communication reach, but because it showed how creative our companies were in taking ownership and escalating a very simple idea into something useful for business. Not all of our countries participated this year though, but the results generated by those who have will no doubt inspire to join next year.

The initial goal of this project was to increase credit report awareness and understanding amongst SMEs, however countries were free to change the target group and the purpose of this initiative according to their business priorities, as those (as well as other things like data availability or legal environment) differ from country to country.

We could present facts, or we could present a story. A story is always more interesting, so let's start with one.

ROMANIA

21st of September 2016, 23:56. Full moon (this fact is not true, but it makes the story better) and Aurimas Kačinskas, GM of Creditinfo Romania is not sleeping. Restless, he thinks about tomorrow, as all is ready in theory, but nothing is working in practice (for the Credit Bureau Day, that is). He writes to iEva on Skype something, that will become an epic quote: "if I'm not gonna sleep tonight, then nobody's gonna sleep tonight". And many people actually didn't, because when Aurimas says something, he means something.

That's how the project was launched in Romania (except from the fact that the system went down, and it was incredible to see 200 opens per 10 minutes) bringing the following results:

- **PR coverage:** national TV news, 2 TV interviews, 15 articles.
- **E-mails sent:** 86 000.
- **E-mails opened:** 20 000,
Reports downloaded: 6000 (always growing still),
- **Website statistics:** 6000 unique users and 9000 page views.

What is the Romanian team going to do now: chase after those who haven't opened the e-mails, make follow-up meetings and push added-value products (eg. Strongest).
The Credit Bureau day is still happening there now, so we are not sure when to count results, because we are not sure this is going to be over anytime soon.

LITHUANIA

Those guys don't take anything for granted as they are always competing with... themselves. Pure statistics are simply good (below), but then they created a bunch of other good initiatives around that day to make it even more impactful (to name a few: the rewarding of Creditinfo ambassadors amongst existing clients, a loyalty program initiative for existing customers etc.)

- **PR coverage:** national TV news, articles in main business portals.
E-mails sent: 91 751.
E-mails opened: 21 199.
- **Reports downloaded:** 13 951.
- **Project partners:** SEB and Versli Lietuva (Doing Business in Lithuania).

MALTA

...has transformed the initial idea into "Credit Report Week", which is a brilliant example of using ideas to make sure they fit a local market.

- **E-mails sent:** 22 551.
E-mails opened: 1 545.
- **Links clicked:** 153.
- **Live meetings (report review):** 29,

LATVIA

No emotions - pure business & trust. Great example of being proactive and just doing it (no excuses, no second thoughts, no “ping-pong” about why not to).

- **E-mails sent:** 8 297
- **E-mails opened:** 1 389
- **Reports downloaded:** 484

Daily webpage usage average ~20 website visitors; Creditinfo day – 103 visitors, Day after – 53 visitors.

Kazakhstan

Feedback from our friends in Kazakhstan (we saw the beautiful & tough Assem Nurgalyeva from FCB in articles online) and some other companies of ours is still coming. Also, just to have an idea: the number of unique users for creditinformation.com website increased 5,5 times in comparison to average on the Credit Bureau Day. Group social media statistics on that day also look good:

- **FB:** 6 429 post reach; 438 likes;
- **LinkedIn:** 25 634 impressions, 40 clicks.

This is a record so far.

We believe the good stats will transform into cash at the end of this month, so good luck for all and look forward to this project next year! Thanks again for those having made it happen!

The Marketing Team