

## Peak Mortgage

### Background

Peak Mortgage, a locally owned and operated Portland, Oregon business with local mortgage professionals, has always used local radio advertising in the form of educational ads to increase awareness and drive leads.

### Objectives

- Deliver a stronger call to action for Peak Mortgage radio campaigns.
- Generate an email database of qualified leads.

### Strategy

- Portland's 98.7 The Bull and KINK FM partnered with Clip Interactive – a technology company that produces a mobile radio app that allows listeners to hear ads from their radio stations and be served the visual ad tied to the radio spot.
- Leverage the 98.7 The Bull and KINK FM interactive Clip Radio-powered station apps for Peak Mortgage.

### Solution

- Implementation of interactive radio spots via Clip Interactive's technology enabled the listener to proactively access further details about Peak Mortgage's available services.
- Peak Mortgage was able to alter their ads in an instant to reflect the ever-changing market and new loan regulations.

### Results

Since implementing Clip Interactive's technology to enhance its radio advertising on mobile devices, Peak Mortgage has seen a dramatic increase in both the effectiveness and measurability of their radio advertising spend..

Metrics	Performance
Impressions	360,000
Opens	10,600
Open Rate %	3%
Engagements	1,700
Engagement Rate %	16%

More Details



“The Clip Interactive technology can be completely customized to any advertiser — if you have an idea, you can make it happen with Clip. Local and national businesses should be all over this interactive radio technology, which helps prove the true value of radio.” - Derek Hill, co-owner and regional manager of Peak Mortgage