

Solving email deliverability helped FFAM boost payments by 15%.



FFAM set out to improve revenue through digital channels by tackling email deliverability challenges and enhancing engagement. ProCollect enabled them to implement a data-driven omnichannel strategy that personalized outreach at every level—content, timing, and channel preference—while solving deliverability issues that had previously hindered customer communication.

By tailoring communications based on customer actions, such as web portal activity or phone inquiries, and staggering email sends to avoid spam blocks, FFAM ensured messages reached their intended audience. These enhancements improved inbox placement, boosted engagement, and increased payment potential.

During the test phase, **ProCollect achieved**

15%

Rise in payments

20%

increase in portal
engagement

demonstrating the **power of personalization**
to drive results.



Paul Allen, COO



Prodigal helped us unlock the potential of our digital collections by implementing personalization at scale.

Their data-driven approach allowed us to optimize outreach with the right channel, right time, and the right message for each account.

This transformation improved consumer engagement and drove a 15% increase in payments.

The challenge

Improving deliverability through personalization

FFAM identified an opportunity to enhance their digital collections program by personalizing outreach across multiple dimensions, including content, timing, and triggers based on customer behavior.

A key challenge was improving email deliverability, as mass outreach with generic content often failed to reach customers' inboxes.

The solution

Personalization at scale for better outreach

ProCollect provided FFAM with an AI-driven engine to analyze customer behaviors, preferences, and timing, enabling tailored outreach across multiple dimensions—from subject lines to delivery timing.

This approach replaced mass email blasts with staggered, targeted communications across channels, addressing deliverability challenges and improving engagement. By leveraging data-driven insights, FFAM ensured their messages stood out and effectively reached customers, driving measurable results.

The outcome

Significant uplift in payments

ProCollect's tailored strategy delivered measurable results during a test run on a subset of accounts, achieving a 20% lift in engagement and a 15% rise in payments compared to the control group.

By addressing deliverability challenges, FFAM ensured their communications reached customers with the right timing, channel, and content—avoiding spam filters and driving higher engagement and payments.