



Increased market visibility and industry recognition through targeted public relations

JULY 2026

Summary

Serving the consumer lending industry primarily, Carleton provides integrated financial solutions that support the full lending lifecycle, delivering accurate and compliant loan origination calculations, automated document generation and delivery, and expert audit and compliance services nationwide. For more than 55 years, Carleton has been trusted by lenders, financial institutions, and technology providers to navigate complex federal and state regulations while reducing risk and improving operational efficiency. By unifying calculation accuracy, regulatory compliance, and document workflows into a foundational solution, Carleton elevates its partners' platforms, helping them accelerate funding, maintain confidence in compliance, and focus on growing their business.



Services Provided:

- Media relations and PR strategy
- Messaging development and positioning
- Thought leadership development
- Executive communications and interviews
- Content creation and placement

How Merit Mile Helped:

- PR strategy and campaign execution
- Media outreach and placement
- Messaging and content development
- Executive interview coordination
- Reporting and performance tracking

MERIT MILE

Phone: 561-362-8888
Website: MeritMile.com
Email: ABM@MeritMile.com
Address: 131 NE 1st Ave Ste. 100
Boca Raton, FL 33432 USA



Challenge

Navigating the increasingly complex landscape of consumer lending presents a significant challenge for organizations seeking to maintain accuracy, efficiency, and regulatory compliance. **Lenders, fintechs, regtechs, and automotive finance providers must manage intricate loan structures, evolving state and federal regulations, and high volumes of transactions—all while ensuring that every calculation, disclosure, and document is precise.** However, many organizations still rely on fragmented systems, manual processes, or outdated tools, increasing the risk of inconsistencies, operational inefficiencies, and compliance exposure. Carleton Inc. delivers compliant loan calculation software, document generation, and compliance support designed to ensure accuracy and consistency across the lending lifecycle. Yet, the challenge lies in effectively communicating the critical role that precise calculations and integrated compliance

solutions play in mitigating risk and enabling seamless operations. In an environment where even small errors in APRs, fees, or disclosures can lead to significant financial and legal consequences, many organizations underestimate the importance of purpose-built, compliant calculation engines or struggle to differentiate between basic tools and enterprise-grade solutions. As a result, Carleton faced the need to **elevate market awareness around the importance of accuracy, compliance, and integration in loan origination and servicing.** The company required a strategic public relations approach to educate target audiences, reinforce trust in its decades-long expertise, and position its solutions as essential infrastructure for lenders aiming to reduce risk, improve operational efficiency, and stay aligned with constantly evolving regulatory requirements.



50 States Tracked

for up-to-date regulations



100% Compliance

embedded into our solutions



50+ Years of Experience

combined among our compliance team



98% Client Retention

Solution

Merit Mile developed an integrated public relations strategy designed to elevate Carleton Inc.'s position as a trusted authority in compliant loan calculation and financial technology. The approach centered on **translating Carleton's highly technical solutions—spanning loan origination calculations, document generation, and compliance support—into clear, accessible messaging that resonated with lenders, fintechs, and automotive finance providers.** This included refining core messaging to emphasize accuracy, consistency, and regulatory confidence as critical differentiators in today's complex lending environment.

To bring this messaging to life, Merit Mile created compelling story angles grounded in real-world industry challenges, such as calculation errors, compliance risk, and operational inefficiencies. These narratives highlighted the tangible impact of Carleton's solutions in reducing risk and improving performance across the lending lifecycle. Supporting these efforts, Merit Mile secured executive interview opportunities and developed thought leadership content that showcased Carleton's deep industry expertise and decades-long track record in compliant lending technologies.

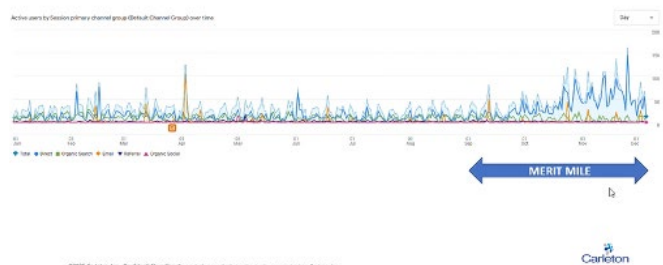
Focusing on top-tier and trade media, **Merit Mile positioned Carleton executives as go-to experts on regulatory trends, loan accuracy, and the evolving demands of modern lending infrastructure.** Through strategic media placements, contributed articles, and expert commentary, the program reinforced Carleton's reputation as an essential technology partner for organizations seeking to enhance precision, streamline operations, and maintain compliance in an increasingly scrutinized financial landscape.

Results

With the support of Merit Mile Public Relations, Carleton Inc. has strengthened its visibility and credibility both qualitatively and quantitatively.



Website Traffic (2025)



Project Totals To Date:

Total Impressions: **11,249,159**

Total Ad Equivalency: **\$417,344**

Total ROI: **9.5X Monthly Spend**

Within the lending, fintech, regtech, and automotive finance industries, Carleton has become a more active voice in conversations while also taking more authoritative ownership around the topics of loan accuracy, compliance, and operational efficiency. Through targeted media outreach and strategic storytelling, Carleton has been featured in key financial services and trade publications, highlighting its expertise in compliant loan calculations, document generation, and regulatory alignment. With **over 11 million impressions** and a **return on monthly PR spend of 9.5X**, Carleton has successfully transformed its market posture from a behind-the-scenes technology provider to a recognized thought leader and preferred partner for lenders seeking compliant, accurate, and efficient loan processes. This sustained momentum continues to fuel stronger brand recognition, higher-quality inbound opportunities, and a defensible competitive advantage across its core verticals.



Credit Union Times. **HOUSINGWIRE**



Outcome

Carleton's story illustrates a broader truth for B2B organizations in regulated industries: the strength of your technology is only as valuable as your audience's understanding of it. By translating complex, compliance-driven solutions into clear narratives backed by media credibility, Carleton has reinforced its position as a trusted name in lending technology and continues to build on that momentum.

If your organization is navigating a similarly complex story where deep expertise needs to translate into market visibility and trust, Merit Mile can help. Visit meritmile.com/case-studies to explore additional PR client success stories, meritmile.com/services/public-relations to learn more about how we build PR programs that turn technical authority into industry recognition or reach out at meritmile.com/contact-us to start the conversation.



To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile marketing specialist, please email us at Hello@MeritMile.com or call us at **1-561-362-8888** today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

Headquarters

Merit Mile, LLC
131 NE 1st Ave Ste. 100
Boca Raton, FL 33432 USA

Contact Info

Phone: 561-362-8888
Email: Hello@MeritMile.com