



Merit Mile positions AutoPayPlus as a trusted voice in financial wellness and automotive finance

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Summary

Headquartered in Orlando, Florida, AutoPayPlus is a pioneering automated financial concierge service with over 20 years of experience and a proven track record. The company transfers over \$1 billion annually, leveraging technology to empower large enterprises and automotive dealerships with a unique sign-on service that streamlines financial processes and improves members' financial well-being. With more than 6,000 five-star ratings across Google and Trustpilot, AutoPayPlus demonstrates a long-standing commitment to customer satisfaction.

► Learn more at www.AutoPayPlus.com.



Services Provided:

- Media relations and PR strategy
- Executive thought leadership
- Messaging and positioning
- Media outreach and interviews
- Content development and placement
- Reporting and performance analysis

How Merit Mile Helped:

- Secured earned media opportunities
- Positioned executives as industry experts
- Increased awareness through thought leadership
- Provided ongoing reporting and optimization

MERIT MILE

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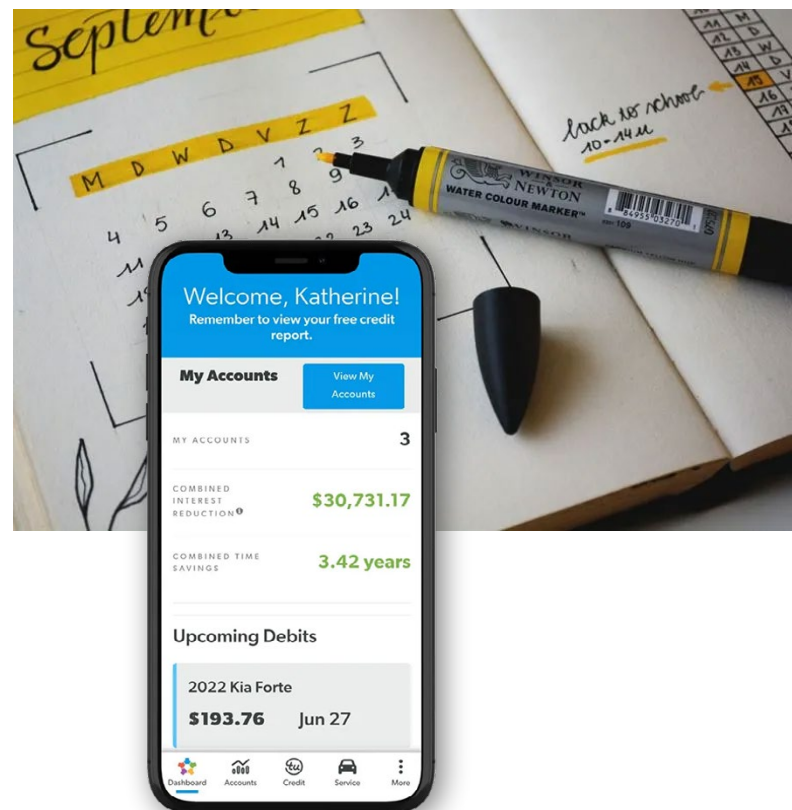
Challenge

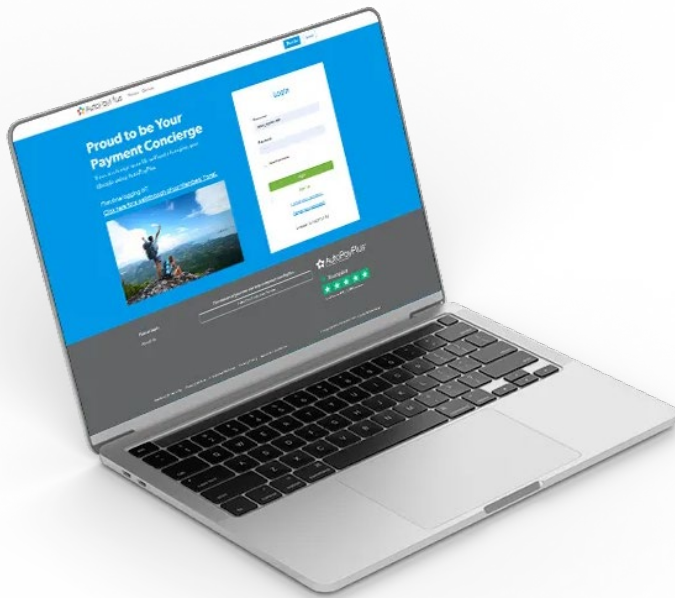
Managing personal finances has become increasingly difficult for consumers facing rising vehicle costs, higher interest rates, and growing household expenses. Many borrowers are unaware of strategies that can help reduce the total cost of auto loans, accelerate debt repayment, and improve long-term financial wellness. As a result, millions of consumers pay significantly more in interest over the life of their loans than necessary.

AutoPayPlus provides an automated payment management platform that helps consumers pay down auto loans faster, reduce interest costs, and build healthier financial habits through accelerated payment programs.

However, despite its proven benefits, the challenge lies in increasing awareness of an often-overlooked financial strategy, educating consumers and industry stakeholders on the advantages of automated loan acceleration, and differentiating AutoPayPlus in a competitive financial services landscape.

To address this, AutoPayPlus sought a Public Relations partner capable of elevating brand awareness, positioning its executives as trusted financial wellness experts, and communicating the tangible value its solutions provide to consumers, lenders, and automotive finance partners.



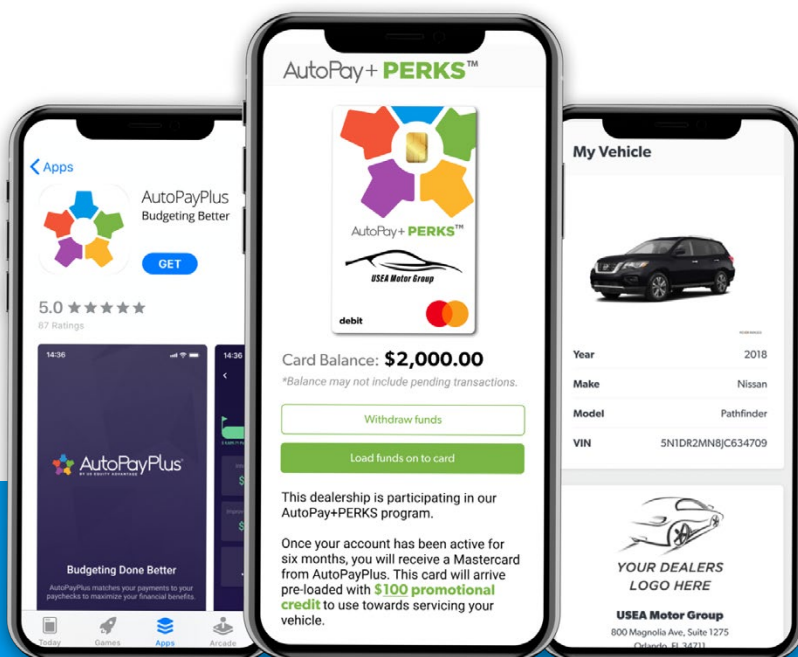


Strategy

Merit Mile developed an integrated Public Relations program focused on positioning AutoPayPlus as a trusted advocate for financial wellness and smarter auto loan repayment. The strategy centered on creating educational, consumer-friendly messaging that translated complex financial concepts into practical advice, demonstrating how accelerated payment strategies can help borrowers save money and achieve financial freedom sooner.

Merit Mile developed timely story angles around consumer debt, rising interest rates, vehicle affordability, and personal finance trends, positioning AutoPayPlus executives as expert sources for media seeking insight into today's evolving lending environment. These narratives were supported through thought leadership articles, executive interviews, and proactive media outreach that highlighted both the financial impact of accelerated loan repayment and broader trends affecting consumers and the automotive finance industry.

By consistently aligning AutoPayPlus with relevant economic and consumer finance conversations, Merit Mile strengthened the company's reputation as an innovative leader dedicated to helping consumers improve their financial outcomes.



Results

With the support of Merit Mile, AutoPayPlus has strengthened its visibility as a trusted voice in consumer financial wellness and automotive finance. The company has earned coverage across leading automotive, financial services, and business publications, increasing awareness of its automated payment solutions and educating consumers on the long-term benefits of accelerated loan repayment.

In addition to expanding earned media visibility, AutoPayPlus executives have become recognized thought leaders on topics including consumer debt, vehicle affordability, personal finance, and financial literacy. These efforts have enhanced the company's credibility among consumers, lending partners, and industry stakeholders, reinforcing AutoPayPlus' position as an innovative financial technology company helping drivers save money, reduce debt, and take greater control of their financial future.

Project Totals To Date:

Total impressions: **2,832,000**

Total ad equivalency: **\$145,100**

Total ROI: **5.2X Monthly Spend**



To start a conversation with Merit Mile, please drop us a line at **Hello@MeritMile.com** or call **561-362-8888**. To learn more about **AutoPayPlus**, please visit **<https://AutoPayPlus.com>**.



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

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