

## SOLUTION ABSTRACT

# Target the Appropriate Audience

Increase ROI On Marketing Campaigns

### A Nationwide Mortgage Company Needed:

- ▶ Ability to pinpoint the best prospects to achieve desired campaign response rates and ROI.
- ▶ Client's previous list providers did not adequately meet data needs for accuracy and currency, list filtering or analytics.

### Solution:

- ▶ Customized marketing list solutions were created using client-defined criteria for the client's two primary loan programs:
  - ◆ HELOC – by comparing current Automated Valuation Model (AVM) home values against original purchase price, equity-rich prospects that matched the client's ideal profile for their program were identified.
  - ◆ Sub-Prime Refinance – Homeowners in specific geographic areas who have a high interest rate loan with a known sub-prime lender were located. The interest rate of the active loan was compared against prevailing interest rate tables. The potential savings for the prospect (if they were to refinance with the client) was then calculated. This data is appended to the file and returned to the client.
- ▶ CoreLogic develops monthly list fields through Custom Data Solutions service and delivers them to the client electronically through the secure data network.

### Results\*:

- ▶ Client now receives the most current marketing lists available, with database characteristics including interest rates, implied equity and other analytics, all through a single provider.
- ▶ Since the program's inception, the client has more than doubled their campaign response rates and reduced data acquisition costs by 75%.
- ▶ In addition, due to the highly targeted nature of these marketing lists, the client has experienced a 100% increase in their closing rate because the leads are better matched to their marketing offer.

\* Results are estimates and actual returns and /or savings will vary based on a number of product and client factors.

FOR MORE INFORMATION PLEASE CALL 866-774-3282

[corelogic.com](http://corelogic.com)

© 2014 CoreLogic, Inc. All rights reserved.

CORELOGIC and the CoreLogic logo are trademarks of CoreLogic, Inc. and/or its subsidiaries.

9-CS33-0314-01