



Customer Acquisition & Retention

Zero in on qualified prospects most likely to buy

The days of big-budget, wide-angle marketing are behind us. Tight underwriting guidelines and constricted budgets have done away with broad campaigns. Lean marketing in today's risk-wary world requires that you find prospects who are both qualified and in the market to buy.

Precision Marketing

At CoreLogic®, we know how to zero in on your target audience. We merge your objectives with our data and analytics to generate targeted prospect lists. Our unmatched property ownership, mortgage and credit data collection includes:

- ▶ Property data covering more than 3,134 counties and growing
- ▶ 148+ million properties, 99.9% of all U.S. properties
- ▶ 4.5 million property transactions per month
- ▶ 377 million document images
- ▶ 900+ million historical transactions
- ▶ Borrower SSN, IRS tax reports, rent and utility payments, and merged credit data from the nation's top three reporting agencies

Whether you want to acquire new customers or cross sell to your existing customer database, our ability to sort through volumes of data and convert it into meaningful prospect knowledge allows you to focus in with remarkable precision.

Acquiring new customers

We begin by finding out what offers you want to market and identifying the characteristics of your ideal prospects. By matching those characteristics against our extensive databases, we deliver a narrowly targeted list of qualified prospects. In addition, we can further refine prospect generation using our analytic modeling tools.

Cross sell to your customer base

It's no secret that your existing customers are also your best prospects. The more you know about your customers, the greater your chances of expanding those relationships. At CoreLogic, we amplify your customer knowledge by combining what you know about your customers with data contained in our vast databases.

Our process begins with learning about specific marketing objectives and determining what information you need added to decide which customers to target. As in customer acquisition, prospect lists generated can be further refined through our analytic modeling tools. Refinement increases the likelihood that your qualified customers will respond to the offer you present.

ADVISORY SERVICES

Work Smarter

Our automated research, valuation, data matching and behavioral-prediction solutions help maximize your resources by enabling you to work smarter.

- ▶ **Increase efficiency** – Perform time-consuming research and property valuation in minutes with automated solutions, conserving resources for valuable contact, follow-up and decisioning.
- ▶ **Uncover hidden characteristics** – Existing and new borrowers occasionally try to hide information. Our solutions reveal undisclosed debt, additional properties, occupancy status, credit issues and more, allowing you to eliminate questionable prospects.
- ▶ **Predict transaction likelihood** – Our unique, data-driven process predicts the likelihood that a prospect will sell, buy, or refinance within the near term, allowing you to focus your marketing efforts around those most likely to respond.
- ▶ **Improve conversion** – Our data gathering, list creation and analytic propensity-modeling make it easy to create laser-guided marketing lists that return better prospects and increase conversion.

Retaining your current client base

It's even harder to grow a business when you are losing your current customer base. It's simple math: the more of your existing customers you are able to retain, the less new business you need to develop. CoreLogic has perfected the ability to identify your highest at risk clients with various triggers

Starting with your current mortgage portfolio, CoreLogic can use various event triggers to identify a consumer's intention to move and/or are likely to refinance.

Solutions from CoreLogic

CoreLogic offers precision marketing solutions that enable more specific targeting, help reduce unnecessary cost, reduce fall-out, increase response and help to improve customer retention.

ListSource™ – Achieve greater direct marketing results through our dynamic homeowner direct marketing list solution. Create highly targeted homeowner direct marketing lead lists to speak directly to the audience that you are interested in on a local or national level.

Loan Propensity Models from CoreLogic (Purchase, Home Equity, FHA) – Loan Propensity Models produce a score that provides actionable insight to identify individuals who are likely to respond to your loan offer. Access 3.65 million homeowners who are highly likely to take out purchase mortgage in the next 6 months.

Match and Append – The Match and Append process fulfills multiple business needs that include acquisition marketing, customer retention, cross-sell initiatives, loan preparation, final document services, lien release and lien monitoring – all of which provide you with the key information you need to achieve your business objectives. Receive critical real estate information, including tax assessor data, property characteristics, deed and mortgage history, document images, pre foreclosure and foreclosure data and automated valuation models.

Lost Lead Analysis

Stay ahead of competition and decrease customer attrition. Evaluate what types of programs are being offered to your customer base, as well as identify mortgage products of former customers and who your strongest competitors are. Develop proactive strategies to offset potential portfolio run-off. Examine lost leads to determine the reasons behind customer flight.

Payoff Analysis

Triggers (MLS, Credit) – MLS and Credit triggers offer weekly / monthly monitoring of existing mortgage borrowers for new sales listings or credit that indicates a borrower's intention to move or apply for a new mortgage.

Let CoreLogic help you identify deficiencies in your process and modeling inputs, prepare for regulatory audits, and optimize the quality of purchased portfolios with the Flood Insurance Coverage Analysis solution. We'll deliver a list of borrowers who are at greatest risk of attrition to enable you to prioritize efforts and retain existing customers.

To learn more about Customer Acquisition & Retention, call 866-774-3282 or email sales@corelogic.com.

