

## SOLUTION ABSTRACT

# Profile & Export Mortgage Marketing Leads

Target The Right Audience

### A Southern California-Based Lender Needed:

- ▶ Online solution to access and select geographic properties as needed and download them into multiple formats.
- ▶ Client noticed that their previous lead provider resulted in
  - ◆ Returned pieces due to inaccurate data
  - ◆ Sparse data within the counties provided
  - ◆ Inability to analyze data (on the fly) prior to purchase

### Solution:

- ▶ ListSource™ from CoreLogic® – solution for local or national marketing leads with fresh and precise property and homeowner information.
- ▶ Using ListSource, the client had immediate access to property and ownership information covering 94% of the U.S. Property Owners—over 134 million properties, with the ability to review list counts based on the criteria entered (prior to purchase).

### Results\*:

- ▶ The data accuracy and querying capabilities have enabled the client to conduct highly-targeted direct mail campaigns.
- ▶ Exceeded their goal of a 1% response rate
- ▶ Achieved 20% conversion

\* 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

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9-CS21-0314-01