

# Leads for Mortgage Lenders from Adchemy

Qualified, real-time leads for superior ROI

## Highlights

- Adchemy leads are *never* purchased from other online advertisers, resulting in greater quality control
- Adchemy online campaigns target the most valuable segments of the mortgage lending market
- Every lead is qualified through multiple filters, and with both third-party verification and our own proprietary screening technologies
- Leads are delivered within seconds of the prospective borrower submitting his or her information online
- Lead Feedback Analysis provides subscribing clients with advanced intelligence regarding the most valuable borrower characteristics
- Live Transfers from Adchemy provide immediate access to qualified, highly motivated prospects

## Introduction

Now more than ever, mortgage lenders need to identify qualified, motivated borrowers quickly and efficiently. Adchemy generates and delivers high-quality leads to mortgage lenders, at a price that allows you to achieve a superior ROI. Adchemy delivers qualified leads in real time, and lead volume is scalable to your volume needs.

## The Problem: Low quality leads

One of the main challenges facing mortgage lenders—especially under current market conditions—is leads of questionable quality. Lenders typically must contend with leads that are days or even weeks old, reducing significantly the chances of reaching a hot prospect. Moreover, given that leads are often sold by intermediaries, their origin and quality is unknown and, therefore, much more likely to result in contact with potential borrowers who are unmotivated or who have already been closed by another lender.

## The Adchemy Approach: High-quality competitive leads

Adchemy generates high-quality leads, through RateMarketplace.com, by advertising on leading online properties, including MSN, Yahoo, AOL, Bankrate, and Google. Adchemy does not resell third-party leads; 100 percent of our leads come from our own online lead-generation efforts. Adchemy online ads target the most valuable segments of the mortgage lending market, and every lead is qualified through multiple filters—including property type, property use, LTV, loan amount, property location by state, and prospect's self-assessed credit quality (excellent, good, fair, poor)—to ensure quality.

The faster a prospect is contacted, the greater the likelihood of a successful conversion. Every Adchemy lead is delivered within seconds of the prospective borrower submitting his or her information online. Adchemy clients can purchase fully filtered shared leads. Each shared lead is sent to a maximum of four lenders, ensuring that the prospect is not over called.

## Stronger ROI

Higher quality leads allow you to achieve a stronger ROI. Adchemy delivers leads of superior value, qualifying prospects with both third-party verification and our own proprietary screening technologies. After prospective borrowers fill in and submit their information using our online form, Adchemy transmits the data to *TARGUSinfo*, a leading third-party information verification vendor, to ensure the most accurate and up-to-date information.

## Superior Quality Control

We generate every lead we sell, making Adchemy unique in our industry. This helps us control quality as well as legal compliance, compared to purchasing leads of unknown provenance from third-party lead brokers.

**Lead Feedback Analysis** – Adchemy’s proprietary Lead Feedback Analysis service provides subscribing clients with advanced intelligence as to what borrower characteristics are most valuable. This powerful service can help you optimize and refine your campaigns. By providing us with data on your actual results, we adjust the publisher mix to generate leads with the highest probability of resulting in successful deals. This exclusive Adchemy service provides quarterly findings to subscribing clients.

### **Powerful Benefits**

Managing online advertising in-house is error prone, labor intensive, and costly. Adchemy specializes in online lead generation, and we have the resources and expertise to ensure highly accurate data, and save our clients time and expense through greater operational efficiency. By outsourcing online advertising, you can concentrate on closing deals.

By using Adchemy leads, you gain access to highly motivated prospects who are ready to transact now, prospects you would have no way of identifying motivated otherwise. Moreover, Adchemy lets you set customized filters for your targeted leads (e.g., self assessed credit type, loan amount, ltv, etc.).

### **NEW: Live Transfer leads**

Mortgage lenders can also take advantage of Live Transfer leads from Adchemy. Instead of sending you leads with potential customers’ contact information, Adchemy will pre-qualify prospects on the phone, and then transfer them to your call center in real time. The benefits to you are 1) access to qualified, highly motivated prospects who are ready to buy, and 2) less time and productivity wasted on hit-and-miss calling.

### **Find out how you can benefit**

Find out which Adchemy lead program is right for your organization. Contact us today to learn more, by calling 1-877-535-3237, or emailing [mortgage@adchemy.com](mailto:mortgage@adchemy.com). )

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#### **About Adchemy**

Adchemy is a leading digital marketing technology company that enables interactive marketers and their agencies to compose, deliver and optimize highly relevant advertising experiences on a massive scale. The Adchemy Advertising Experience Platform utilizes cross touch point data from the advertiser together with online and offline third-party sources to create unique hyper-targeted audience segments.