



MORTGAGEFOCUS™ SCORES BY DATAVUE

Supercharge Your Mortgage
Acquisition with Unmatched Precision

WHY MORTGAGE LENDERS CHOOSE MORTGAGE FOCUS™ SCORES:



Maximize Acquisition Success: Target only those consumers with the highest likelihood of pursuing new or additional mortgage products, ensuring your efforts translate into higher conversion rates.



Elevate Campaign Efficiency: Optimize your resources by focusing on finely tuned prospect lists, directing your attention to high-intent consumers who are ready to act.



Expand Your Market Reach: Discover untapped potential by identifying borrowers who might have been overlooked by conventional models.



Boost Retention and Cross-Sell Opportunities: Pinpoint current mortgage holders who are prime candidates for refinancing, cross-sell, or upsell, solidifying your customer base.



Powered by Advanced Machine Learning: Our proprietary AI-driven analytics deliver unparalleled precision in predicting mortgage intent, setting you apart from the competition.



Proven Results: Our advanced correlation analysis, segmentation, and scoring resulted in an increased response rate by over 113% when compared to baseline. Our profitability scoring algorithm, has driven additional profitability lifts ranging from 3% to 19%, depending on the segment/tier (while simultaneously decreasing expenditures and improving efficiencies).

OUTPACE YOUR COMPETITION IN THE MORTGAGE MARKET

MortgageFocus™ Scores empower you to anticipate a consumer's intent to apply for a new mortgage or refinance an existing one within the next 2-4 months. By integrating these predictive scores with your credit risk assessments, you can develop a laser-focused acquisition and retention strategy that consistently outperforms the market.

HARNESS DATAVUE'S COMPREHENSIVE CONSUMER CREDIT DATABASE

Leverage the power of extensive consumer credit data to supercharge your mortgage campaigns. MortgageFocus™ Scores enable you to:



Drive Campaign Efficiency: Target the right consumers and reduce wasted efforts, boosting your acquisition success.



Increase Application Rates: Enhance your outreach with a focus on consumers who are more likely to engage with your mortgage offerings.



Elevate Prospect Lists: Refine your pre-screened prospect lists to include only those with high mortgage intent.



Optimize Retention and Refinancing Strategies: Keep your best customers with timely and relevant refinancing offers.

Tailored Scoring Models for Maximum Impact

Our models are designed with the mortgage industry in mind, offering tailored scores for:



First Mortgages



Second Mortgages, HELOCs,
and Home Equity Loans



Mortgage Refinancing



Cash-Out Refinancing

GAIN AN UNBEATABLE COMPETITIVE EDGE

With MortgageFocus™ Scores, you can supercharge your prescreen and cross-sell/upsell campaigns by zeroing in on consumers with a high propensity for mortgage products. Our advanced models provide the insights you need to craft personalized offers that align perfectly with consumer needs, ensuring maximum impact.

TARGET THE RIGHT BORROWERS, EVERY TIME

Add predictive power to your mortgage campaigns with MortgageFocus™ Scores. Focus your efforts on the consumers most likely to seek new mortgages or refinance existing ones.

Easy-to-Use Scoring: Our 1-990 index makes it simple to identify high-potential leads, with "1" representing the lowest propensity and "990" the highest.

Customizable Thresholds: Tailor your score thresholds to isolate the most promising mortgage leads, ensuring your campaigns hit the mark every time.

COMBINE PREDICTIVE INSIGHTS WITH IMMEDIATE ACTIONS

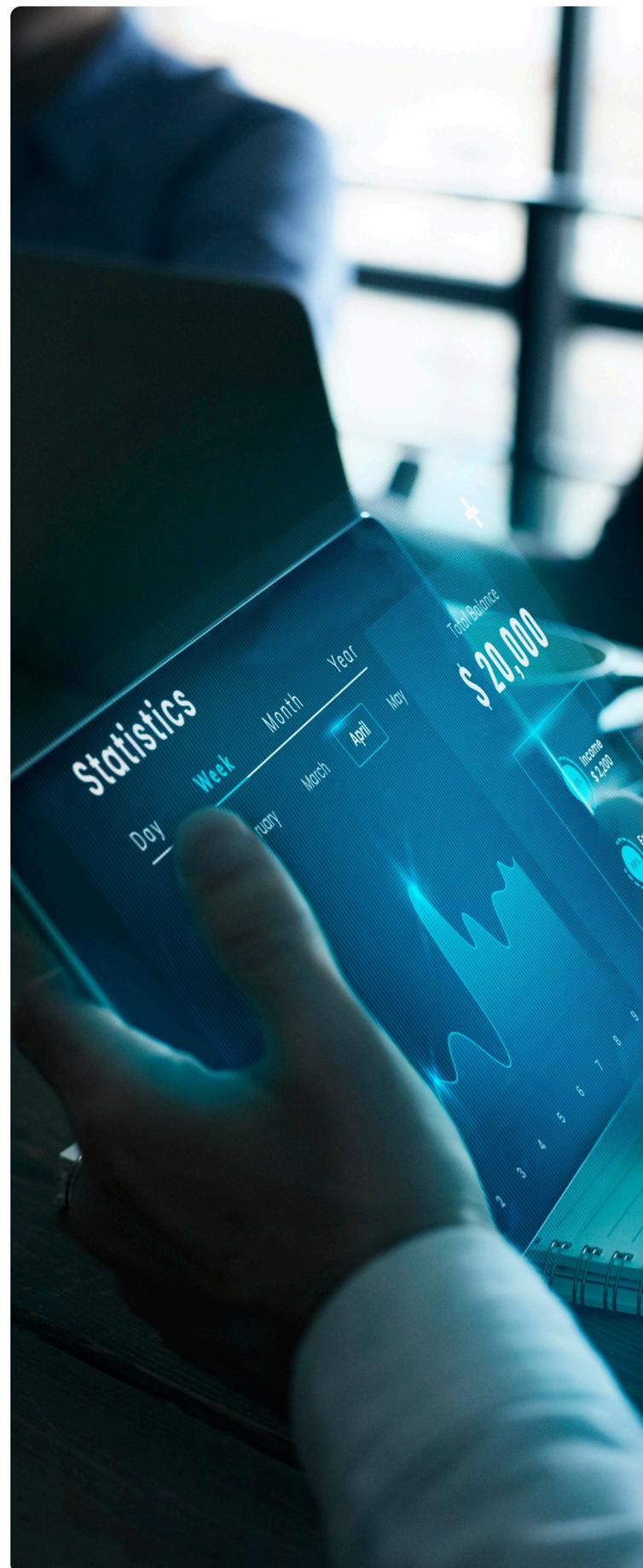
Take your targeting to the next level by pairing MortgageFocus™ Scores with MortgageAction Triggers™. Identify consumers not only likely to seek new mortgages but who have already taken steps like prequalification or loan applications.

DOMINATE THE MORTGAGE MARKET WITH PRECISION TARGETING

MortgageFocus™ Scores offer unmatched predictive accuracy, ensuring you get the most out of your marketing efforts. Maximize acquisition, retention, and growth by focusing on the right consumers.

FUEL YOUR MORTGAGE GROWTH TODAY

Take your mortgage marketing to new heights with the precision and power of MortgageFocus™ Scores.





For more information, contact us at sales@datavue.io or visit

DataVue Mortgage Lending 