



HARNESS CONSUMER INTEREST
ALERTS TO ACTIVELY ENGAGE
THOSE EXPLORING REFINANCING
AND CREDIT OPPORTUNITIES.

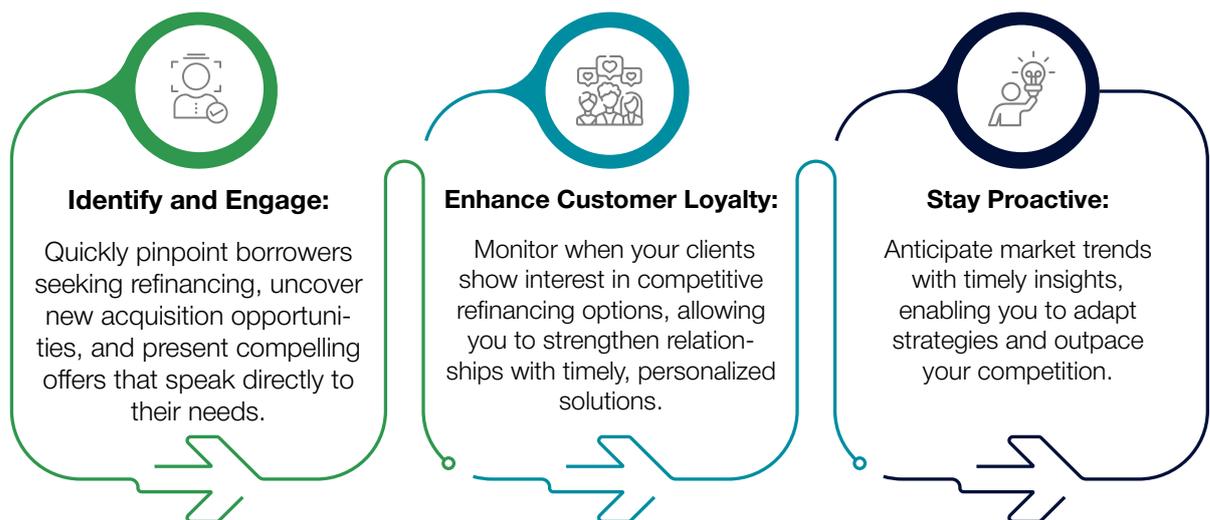


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In today's fiercely competitive lending environment, lenders face significant challenges in effectively engaging with in-market customers. Identifying potential customers who are actively seeking new credit or refinancing options can often feel like finding a needle in a haystack, and maintaining customer loyalty amidst enticing competitive offers is a continual struggle. Furthermore, the need to react swiftly to market changes adds another layer of complexity.

Introducing PrecisionPulse Triggers—your solution to staying ahead in this dynamic market. Imagine having access to critical insights that allow you to swiftly engage with qualified prospects through tailored offers and communications. Our enhanced daily alerts provide unparalleled access to potential refinancers, seamlessly aligning your business strategies with the customer's refinancing journey.

PRECISIONPULSE TRIGGERS EMPOWER YOU TO:

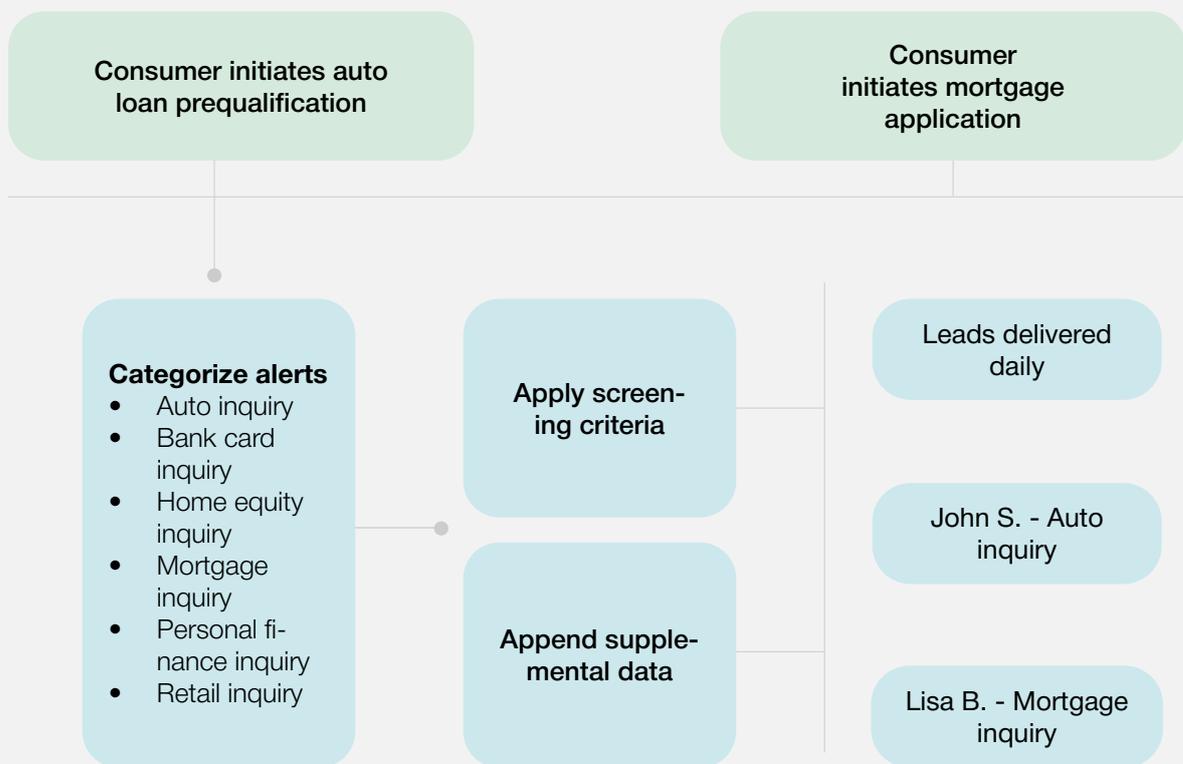


Designed to address the critical pain points faced by lenders, PrecisionPulse Triggers equip you with the insights needed to optimize engagement strategies and secure a competitive edge. With this powerful tool, transform challenges into opportunities for growth and customer satisfaction.

UNLOCK TIMELY INSIGHTS FOR PROACTIVE REFINANCING SUCCESS.

DataVue's PrecisionPulse Triggers offer a comprehensive suite of alerts designed to optimize both customer acquisition and retention strategies for lenders.

Here's how it works



TYPES OF TRIGGERS

01

• Acquisition Triggers:

These triggers serve as an essential tool for uncovering new business opportunities by notifying lenders when individuals are actively pursuing new credit lines. This capability extends beyond current customers to encompass any first-party data, such as leads stored in a CRM. By monitoring these leads, lenders can identify when they re-emerge in the market, thus enabling strategic engagement. Additionally, for leads acquired through third-party sources, these triggers offer a significant advantage by optimizing conversion rates and providing a means to recoup investment costs through timely, targeted offers.

02

• Retention Triggers:

These triggers are pivotal in maintaining customer relationships, alerting lenders when existing clients may be considering refinancing options with other institutions. This proactive approach ensures lenders are informed about their customers' activities, rather than relying on assumptions of loyalty. Given that the cost of retaining a customer is considerably lower than acquiring a new one, it's crucial for lenders to actively engage and offer competitive deals. This strategy not only helps retain valuable clients but also strengthens customer loyalty, ensuring continued business success.

TYPES OF ALERTS/TRIGGERS



Auto Inquiry Alerts: These are activated when a customer is exploring options for auto loans. For instance, if a customer starts inquiring about auto loan rates, lenders receive a notification to engage the potential buyer with attractive financing options.



Bank Card Inquiry Alerts: These alerts notify lenders when a customer shows interest in acquiring new credit cards. This allows lenders to present enticing credit card offers that cater to the customer's financial needs.



Home Equity Inquiry Alerts: When customers begin evaluating their home equity loan options, these alerts are triggered. Lenders can then reach out with competitive rates and terms to attract these customers.



Mortgage Inquiry Alerts: As customers start searching for mortgage options, this trigger helps lenders connect with prospects early in their decision-making process, enabling them to offer personalized mortgage solutions.



Personal Finance Inquiry Alerts: These are crucial for identifying customers interested in personal loans or other financial products. Lenders can utilize these alerts to offer personalized financial solutions that meet individual customer needs.

By leveraging these diverse triggers and alerts, DataVue's PrecisionPulse Triggers empower lenders to harness timely insights and create proactive strategies, ensuring they capture opportunities and retain customers effectively in a competitive market landscape.

BENEFITS OF PRECISIONPULSE TRIGGERS

Boost Acquisition Efforts

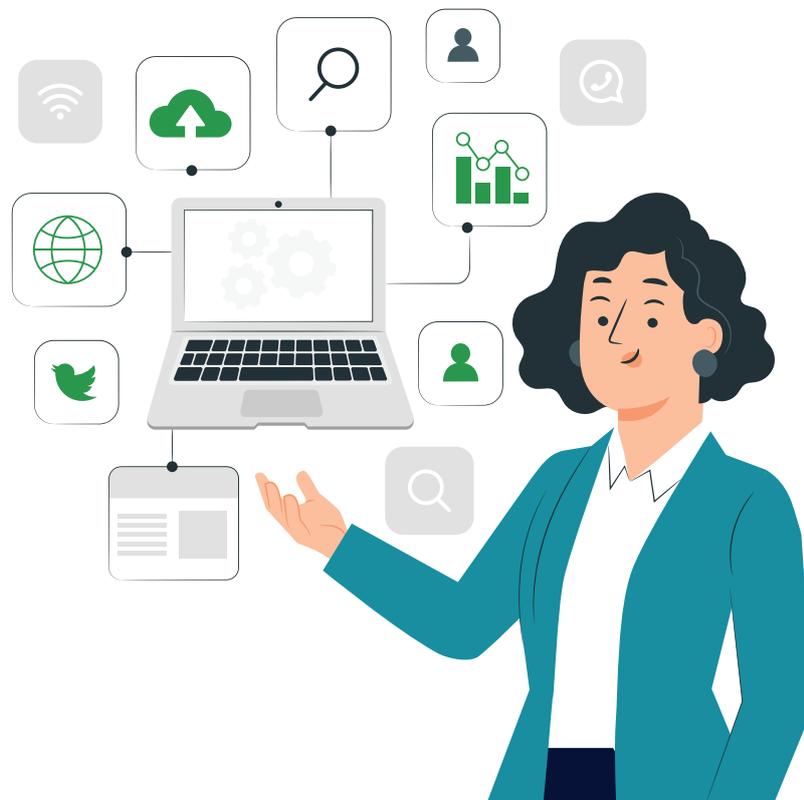
- **Quick Response to Market Prospects:** Capture in-market prospects swiftly by responding quickly with tailored offers, ensuring that your outreach is both timely and effective.
- **Timely and Competitive Offers:** Deliver competitive offers at the precise moment your prospects are considering new credit lines, maximizing the chances of conversion.
- **Targeted Prospect Lists:** Access comprehensive lists of targeted prospects, allowing you to cross-sell to existing customers and enhance your market reach.
- **Engage Hot Leads:** Maintain engagement with promising leads between acquisition campaigns, ensuring a steady pipeline of potential customers.
- **Enhanced Open Rates and Reduced Costs:** By improving the relevance and timing of your communications, increase open rates while simultaneously reducing acquisition costs.

Enhance Retention Strategies

- **Insight-Driven Outreach:** Gain deeper insights into your customers' credit needs, informing your outreach efforts and enhancing relationship management.
- **Understanding Customer Interests:** Identify which credit products your customers are exploring, allowing you to tailor retention strategies that resonate with their interests.
- **Fuel Retention Efforts:** Proactively manage customer relationships to reduce churn and strengthen loyalty among your client base.

Capitalize on Early Signals

- **Improve Lead Composition:** Utilize early signals to refine lead quality, leading to increased open rates and better engagement
- **Increase Conversions:** With timely insights, boost conversion rates by aligning your offers with customer needs as they arise.





Get started today.

Contact us to discuss your business needs and audience criteria, and discover how PrecisionPulse Triggers can give you a decisive edge in the lending market.

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