

# ACT Now... Find New Mortgage Customers

We give you the ability to grow your account base efficiently.



## AUDIENCE

Connect with your marketers' true buying audience.



## CONNECT

Deliver compelling messages to the right audience, across all of their devices, when they're most likely to engage.



## TRACK

Know you're getting the best return on every dollar invested with our attribution solutions.

## Program Overview

### Find New Mortgage Customers

#### Who Can Benefit From This Program, and Why?

- Lending Institutions, Banks, Credit Unions, Mortgage Brokers
- This program allows you to build an audience that is relevant to your message and deliver your message anyway they consume media.

#### Audience

- Your audience will be determined by your message.
- Audiences could be anywhere in the US where you are licensed to service mortgage customers.
- Find clients who are looking for a new mortgage or have the ability to refinance their existing loans.

#### Our main channels are...

Direct Mail, Mobile, Desktop, Social and Email – but we have more options for larger campaigns.

#### Real Data = Real People = Real Results

It all starts with data and the result of any campaign will hinge significantly on the quality of the data used. We are proud of our data and we want to show you why.

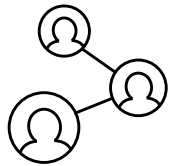
# Leaders in Reaching Real People

## In All the Ways They Consume Media



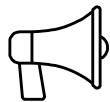
### What We Do

We connect businesses to their true buying audience.



### Start with REAL People

Custom profiles for every one of the more than 250 million verified people.



### Connect with these People

We help companies run campaigns that reach their audiences where they are most likely to engage – direct mail, mobile, desktop, social, and email.



### Drive Real Results

Because we are connecting you with actual people, we can more accurately measure how well the campaign performs.

# Benefits of Working with Us



## Increased Revenue

Profitable programmatic multi-channel technology solution.



## Turnkey People-Based Solution

We create the custom audiences, manage the campaign, and measure the results.



## Permission Based, Ethically-Sourced Data

Consumers choose to opt in and can opt out at any time. All of our digital data is GDPR\* and CCPA compliant.



## Expertise and Customer Success in both Direct Mail and Digital Media

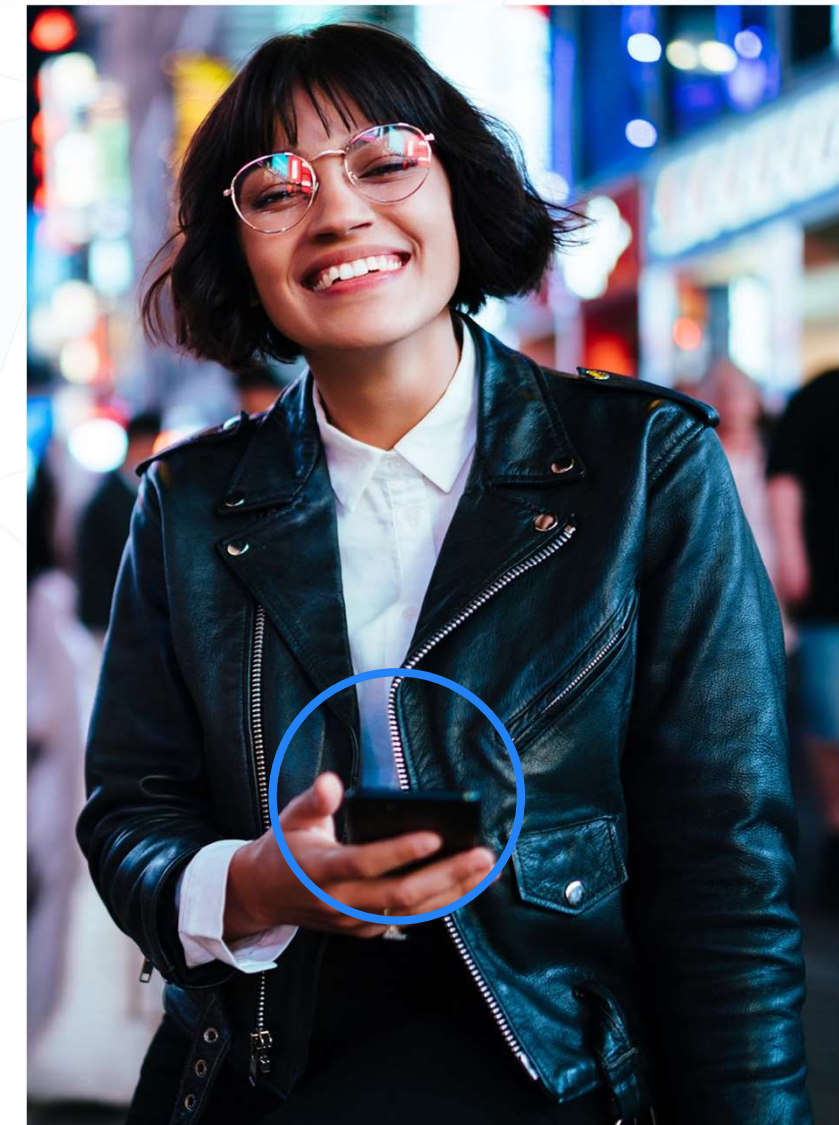
Account Management and Data Science experts will ensure team and campaign success across any and all of the channels we support.

*\* Not all our "direct mail" only data sets are GDPR compliant currently*

## Our Difference

TRUST · KNOWLEDGE · QUALITY · PARTNERSHIP

- + **Transparency and Trust** in targeting, sourcing, and utilizing consumer information. GDPR\* & CCPA compliant. 100% user opt-in.
- + **Real People** - Only we deliver a simple-yet-powerful way to reach REAL people. By combining our rich database of offline, online, and mobile consumer information we ensure that we are reaching actual, verified individuals.
- + **People-Based Marketing and Attribution** - Our metrics show meaningful business outcomes and reveal who's engaging with your messages, buying your products, and visiting your stores. These are the metrics that matter.
- + **Dedicated Account Managers** - Each of our clients is assigned a dedicated Account Manager to help ensure success through experience and knowledge of products, services, and industries.



# We connect you with REAL people.

We help you build a targeted audience for your campaign.

## USE OUR INSIGHTS TO CREATE AN AUDIENCE

Marketers can choose from our 500+ pre-built standard audiences or create custom audience segments based on their unique needs.

### STANDARD AUDIENCES

Use pre-built segments based on customer's propensity to buy

- Job Seekers
- Auto Shoppers
- New Parents
- College Students

### CUSTOM AUDIENCES

Use custom characteristics to build your ideal audience

- |                     |              |        |
|---------------------|--------------|--------|
| In Market           | Geo          | Income |
| Life Stage          | Job Industry |        |
| Purchase Propensity | Interests    |        |



## USE YOUR CRM FILES TO CREATE AN AUDIENCE

We match your CRM files to our database. We fill in the gaps of your audience and get a full view of your ideal customer.

### DATA ENRICHMENT

Fill in the gaps in your audience knowledge



### LOOKALIKE AUDIENCES

Expand your reach and target consumers who match your loyal customer base



# Data Collection Methodology

A verified audience of more than **250M** people all tied to billions of data points that help advertisers and brands understand an individual's unique interests and behaviors.

Transparency and consent to data collection is a priority for us.  
All of our digital data is permission-based, ethically sourced and GDPR\* and CCPA compliant.

## MOBILE

We work with thousands of mobile publishers who provide insight into people's mobile devices, including device type, country, language and more.



## ONLINE

We have access to thousands of sites that collect online information through a user's form submissions.



## OFFLINE

We've built a network of trusted offline partners that help source demographic and psychographic data.

How It Works

# ACT in Three Easy Steps

## 1. AUDIENCE

We will work with you to build a target audience of potential new customers.

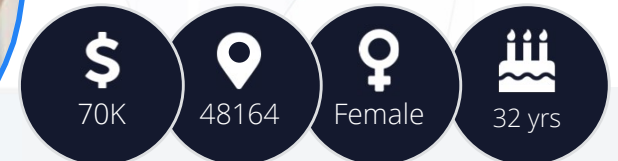
These are REAL people who fit your customer profile

There are 250M adults in the US, and we know who these people are. We have details about them such as where they live, the kind of cars they drive, purchase habits, and interests.

Because of all this information, we know who your next customer is.

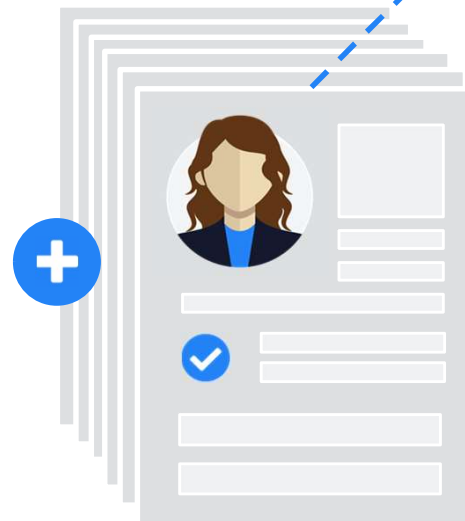


### Sam Cohen



For example, we know Sam has recently:

- Used two relevant apps
- Purchased a relevant product online
- Used Google to search for a similar product/service
- Researched different competing brands
- Liked/followed a similar brand on social media



Verified profiles of **real people**.



# Property Information

- + Home Market Value
- + Home Lot Square Footage Ranges
- + Home Year Built Ranges
- + Home Square Footage Ranges
- + Home Owner Types
- + Home Assessed Value Ranges
- + Home Loan Total Ranges
- + Home Purchase Amount Ranges
- + Home Loan Amount
- + Home Loan Type
- + Home Loan Interest Rate Type
- + Home Loan Transaction Type
- + Home LTV Estimated Ranges
- + Home Equity Estimated Ranges
- + Home Property Type Detail
- + Homeowner/Renter
- + Length of Residency
- + Dwelling Type
- + Home Market Value Estimated
- + Home Property Type
- + Median Home Value
- + Home Equity Lendable Estimated Ranges
- + Home Loan Lender
- + Home Loan Lender Type
- + Presence of Pool
- + Home Purchase Date (month, year)
- + Home Loan Data (month, year)
- + Home Year Built

How It Works

# ACT in Three Easy Steps

## 2. CONNECT

We will help you run creative ad campaigns to reach your audience where they are most likely to engage.

Deliver your message to the REAL people who fit your customer profile

Real messages to real people means no ad fraud.



Visuals for mockup purposes only.

How It Works

# ACT in Three Easy Steps

## 3. TRACK

From how many people saw your message to who visited your site to who visited your store!

We will show very clearly how you did and how we did. We'll show how many people came to your website, how many people came to your store, and we'll work with you to track retail sales against the people we targeted via POS matchback. You'll know that you're making the most out of every ad dollar spent.



**253,322**

Audience Size



**994**

# of People Reached



**882**

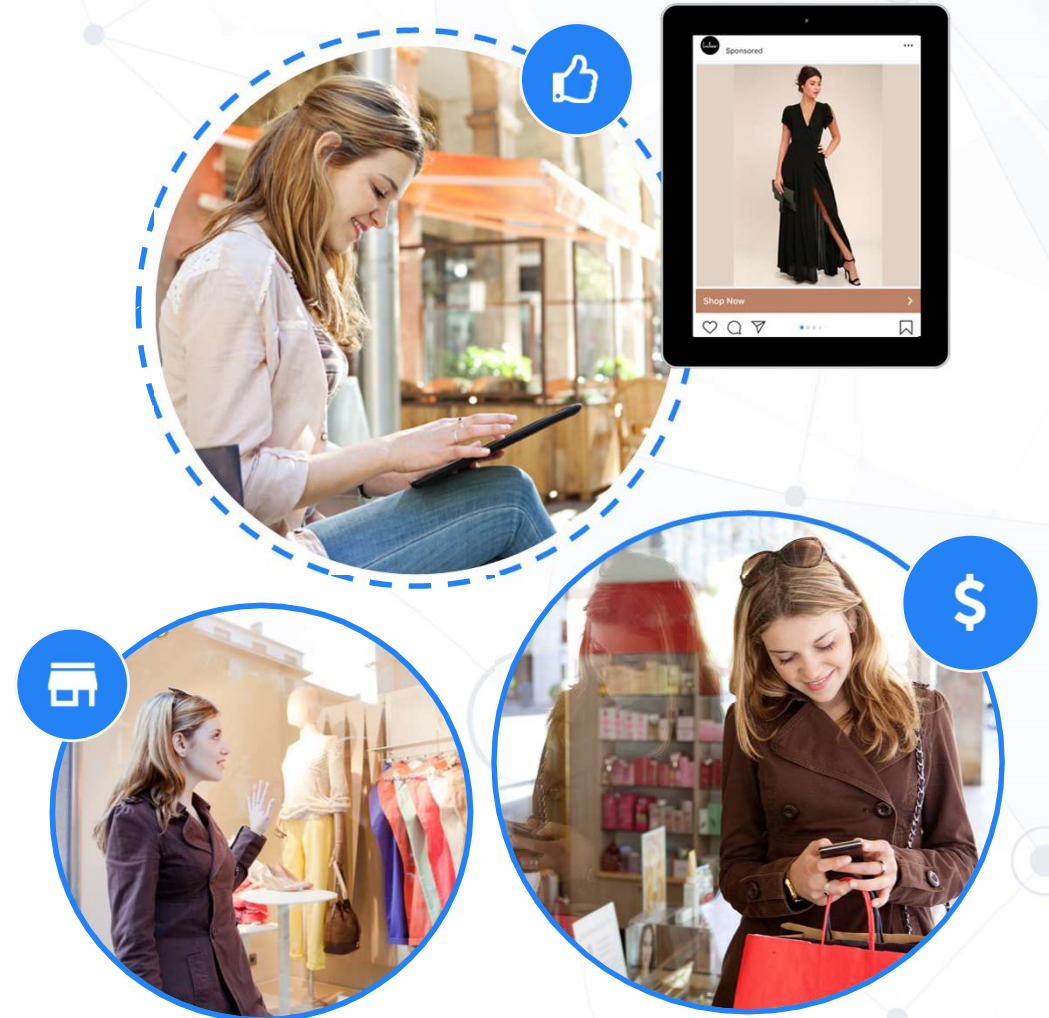
# of People Engaged



**2.5%**

Store Visits

*Make the most out of every ad dollar spent.*



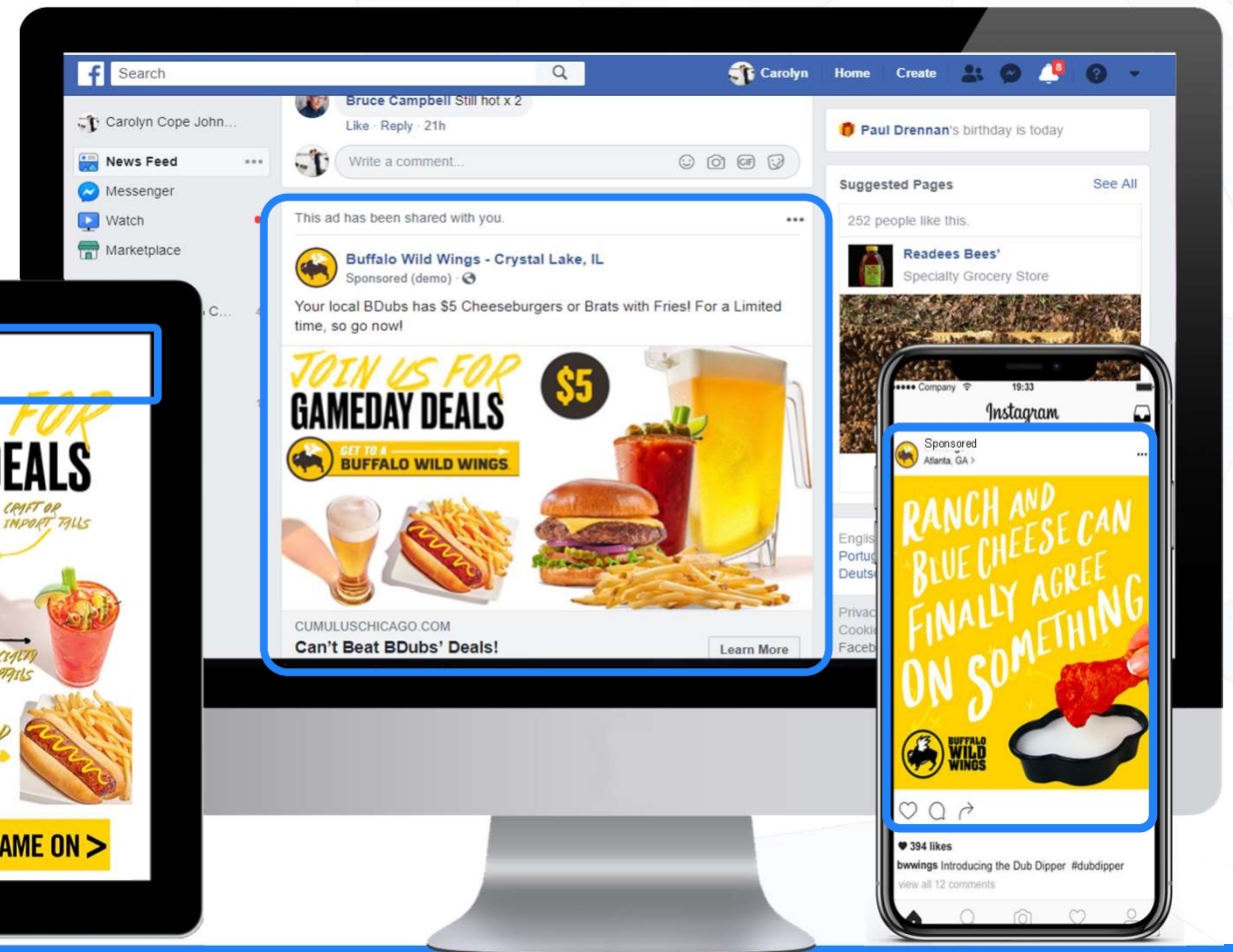
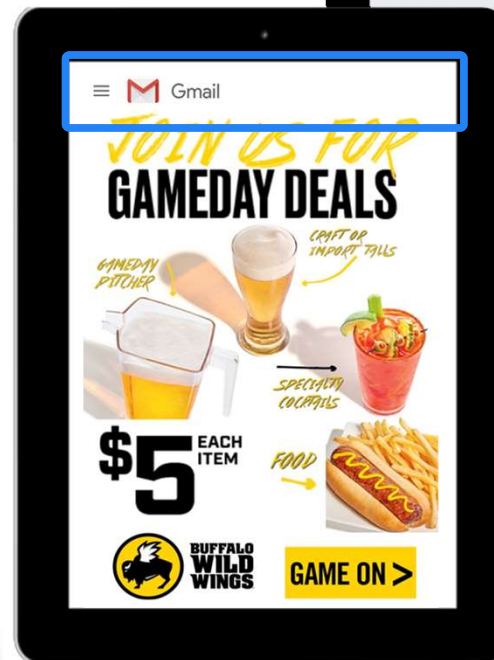
# Multichannel campaigns drive 37% more lift & engagement\*

We will develop a custom strategy to deliver your mail and digital ads to consumers across all of the devices and media they consume most often: direct mail, mobile, desktop, social media, email, and more.

Your multichannel campaign will be more likely to drive lift and engagement and keep your message top of mind.

Multichannel campaigns help:

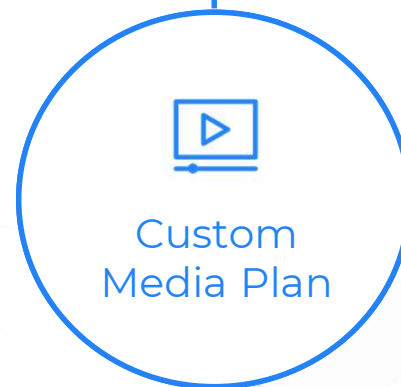
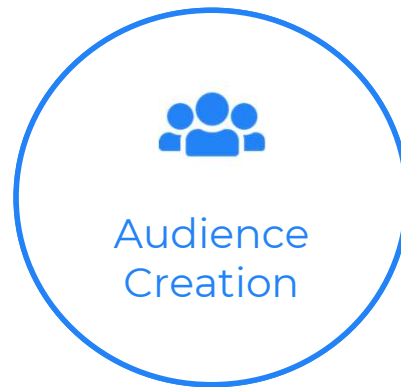
- Drive in-store traffic
- Improve consumer reach
- Increase campaign lift
- Boost brand awareness



\*compared with email-only campaigns; internal reporting

## End-to-End Campaign Support

With a dedicated Account Manager every step of the way



Your dedicated account team will provide end-to-end campaign support. Campaigns will be optimized in real-time so you're getting the most out of your digital budget.



**Now is the time to ACT!**



**AUDIENCE**



**CONNECT**



**TRACK**