# TIP SHEET **THREE WAYS** to drive responsible growth

Amid economic uncertainty, many lenders have tightened their marketing budgets and lending standards to cut costs and mitigate risk. To remain successful, marketing teams must adapt. Leveraging robust data and analytics can help boost conversion rates and improve ROI.

### Follow these three tips to continue driving growth in today's economic environment

## Unlock the power of property data

Did you know up to 64% of your prime and above borrowers may be ideal HELOC candidates based on home equity and debt-to-income trends?1

The use of property data is standard practice for risk management during a purchase or refinance, but are you leveraging the data beyond the more traditional use cases? When combined with consumer credit, property data can be a powerful engine for identifying growth opportunities both inside and outside your existing portfolio.

Experian's residential property data helps your teams identify and tap into new markets and more effectively prospect for new business. Additionally, the data can help your teams better understand customer needs, create a more engaging prospecting experience, and ultimately drive better conversion.

<sup>1</sup> Mortgage Insights Dashboard for Servicing, Experian

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seeking credit. Using predictive models to determine a consumer's propensity to open a new account allows you to proactively plan your campaigns,

Experian's In the Market Models

To elicit higher response rates, consider contacting consumers where they spend most of their time. By representing preapproved credit offers through multiple digital channels, such as email and mobile applications, you can expand your reach, reduce mailing costs and provide consumers with an additional opportunity to respond.

With the combined strengths of Experian's consumer credit data and marketing solutions, you can extend invitations to apply or firm credit offers to consumers across multiple touchpoints, enabling you to maximize your campaign performance and deliver exceptional digital experiences.

81% of consumers say that a positive online experience, which includes interactions with multiple digital touchpoints, makes them think more highly of a brand<sup>3</sup>

<sup>3</sup> 2022 Global Insights Report, Experian.



## **B** Amplify your credit offers

### Ready to get started? Contact us today