



# Ascend Intelligence Services™ Pulse

Maximize the value of your analytics with proactive monitoring services

Monitoring portfolio performance in times of market volatility and rapid economic changes is crucial in order to quickly adapt. With other business priorities at the forefront and limited resources, you need a proactive strategy and portfolio health monitoring service that can ensure your analytical investment is performing as expected.

Ascend Intelligence Services™ Pulse monitors your decisioning strategies so you can identify issues early to maximize the value of your analytics and improve your portfolio performance. Our managed service provides interactive web-based dashboards that monitor everything in one place. These interactive dashboards provide insight into your acquisitions process to help determine if your strategies need to be reviewed and adjusted for optimal portfolio performance.

## Improve decision automation and booking rates

The speed at which a decision is made is more important than ever, making it crucial to understand how well your automation is performing. Also, understanding how many approved applicants ultimately book with you can provide additional insight into the performance of your decisioning strategies. By proactively monitoring your results, Pulse will help you determine if you're making the best decisions and converting approvals into customers. This allows you to pinpoint potential problems and gives you specific direction to adjust and automatically approve the right applicants.

## Increase portfolio profitability

Growing booking rates is vital to portfolio profitability. Knowing how customers are performing once they've been onboarded is important to determine if you're booking the right customers. Pulse allows you to take a deeper look at how customers are performing over time to ensure you're still accurately predicting risk and acquiring high-quality customers.

## Make the most of your marketing spend

Measuring the effectiveness of your marketing campaigns is important to ensure you're targeting the right applicants. Ascend Intelligence Services Pulse monitors application volume, average score and credit quality distribution by month and portfolio so you can determine the effectiveness of your marketing campaigns and adjust where necessary. Having awareness of these metrics will help you determine if your marketing spend is attracting enough of the right applicants.

## Drive smarter decisions across the acquisitions process

As consumer behavior and the economy changes, proactively monitoring and assessing your decision strategies and portfolio performance will allow you to adapt with the market quickly, saving you time and costs. To find out more about how Ascend Intelligence Services Pulse can proactively monitor your decision strategies and improve portfolio performance, please contact us at 1 855 339 3990.