



CASE STUDY

Lost Lead Analysis™

Leading mortgage lenders use Lost Lead Analysis to gain valuable intelligence into their lost leads



Challenge

Several mortgage lenders wanted a complete understanding of their lead quality to optimize marketing spend, enhance sales strategies, and maximize conversion and ROI. They were looking for answers to questions such as:

Are we investing in the best leads available?

Are we offering the right product mix to meet borrower needs?

Are we losing out to our competitors with comparable solutions?

Are we optimizing our sales and lead management resources?

Solution

We implemented our **Lost Lead Analysis™ for Mortgage — a solution designed to help mortgage lenders measure lead quality and behavior to optimize marketing campaign strategies and drive higher ROI**. In analyzing leads that didn't convert, we were able to provide insight into new tradelines opened by consumers after they dropped out of the lenders' sales funnel. Through the analysis, we were able to provide details on the number of new trades opened, trade types (e.g., first mortgage, HELOC), product mix (e.g., conventional, FHA), loan amounts, borrower readiness and more.

With Lost Lead Analysis for Mortgage, we were able to help our clients quickly validate the quality of their lead sources and justify further investment in their marketing initiatives.

— **Angad Paintal**, Product Manager, Experian Mortgage

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Results

Through Lost Lead Analysis, we provided the following insights into leads that didn't end up converting to new business for the lenders:

Billions of dollars in new mortgage loans, averaging

\$339,000

per loan, were originated by lost leads.*

This competitive intelligence helped the lenders evaluate the effectiveness of their lead nurturing strategies.

17%

of the total new tradelines opened were first mortgages.*

This insight helped quantify actual lost opportunity.

49%

of new tradelines opened by lost leads were for revolving credit cards.*

The lenders had greater visibility into lead source quality and consumer product selection.

* Results are aggregated from multiple analyses.

Know your leads – grow your business

With Lost Lead Analysis for Mortgage, you gain a deeper understanding of your lead quality and behavior. The analysis helps identify the right lead audience that best matches your product offering, which can help you make more informed marketing decisions that deliver better business results.

Learn more about how we can help you optimize marketing spend, enhance lead segmentation and increase conversion rates.

Contact your Experian® representative or visit experian.com/mortgage.

