

Logix Banking Gets A 650% Increase in Mortgage Production

The Challenge: Can't Scale The "Mortgage Black Hole"

Mortgage lenders invest heavily in digital marketing, yet most still face a "visibility gap" once the lead enters the application process. Which marketing dollars actually turn into funded mortgages on your balance sheet?

- The path from initial engagement to funding is longer and more complex than for other loan products.
- Once an applicant enters ICE Mortgage Technology's® Encompass, visibility disappears.
- The loan and funding process is managed in Encompass, while campaign data is stored across different ad platforms (i.e., Google, Meta, Bing). The platforms don't speak to each other. Without knowing which clicks become funded mortgages, lenders cannot focus marketing on the leads that produce results.

The Solution: Unified Pipeline Intelligence

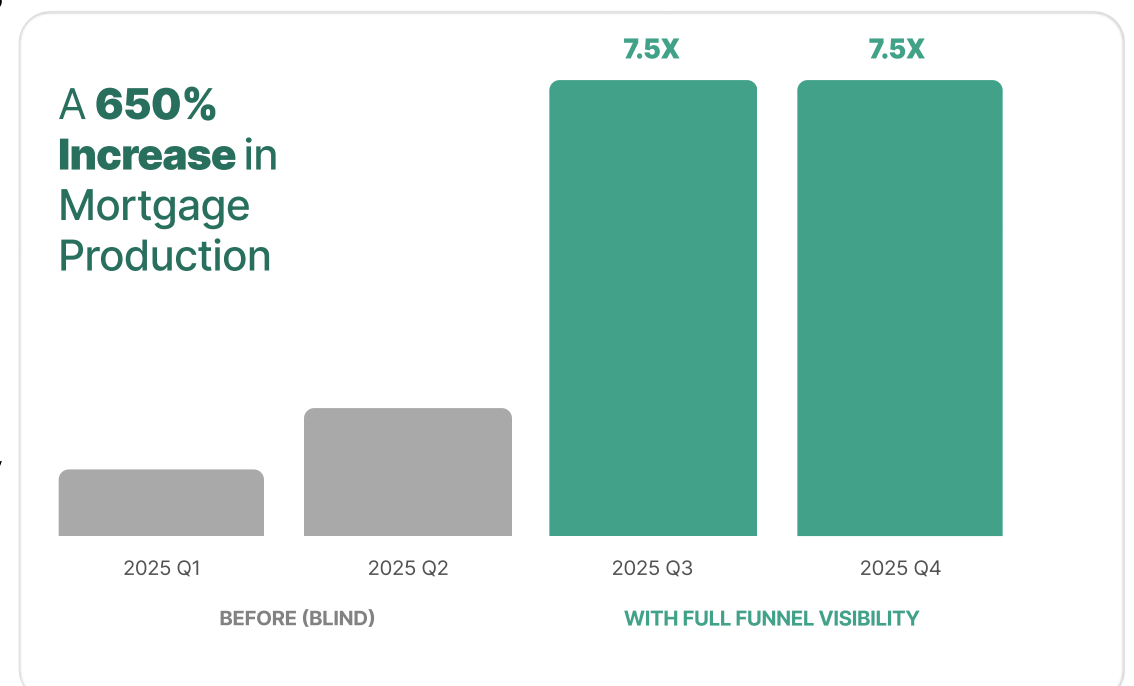
Alpharank unlocks visibility from the first ad click, tracking the prospect's experience through the application and into the back-end approval and funding process. By integrating Encompass data directly with marketing campaign performance, you gain complete visibility into what drives dollars on the balance sheet.

While Logix Banking had run mortgage ads many times in the past, they suspected they were throwing money away because Google showed phenomenal click rates, but the phones weren't ringing, and application volume didn't change.

When they turned them off entirely, there was virtually no difference. Now they can directly see whether clicks are turning into real business with the actual balances from each ad to the new end-to-end view from Alpharank.

Mortgages are the best value for your balance sheet because they're:

- High balances putting a lot of money to work at once.
- Secured with typically much lower loss rates than other loans.
- Long-duration productions that will generate net interest income for up to 30 years.
- Strong anchor products that build deeper relationships and cross-sell opportunities. Those who open a mortgage are more likely to also seek your business for deposits and other loans.



Before this partnership, our Marketing ROI was an educated guess. We can now see what we once couldn't. Because of this, we can safely scale our mortgage advertising spend and move it from non-performing channels to performing channels.



Bradley Blue

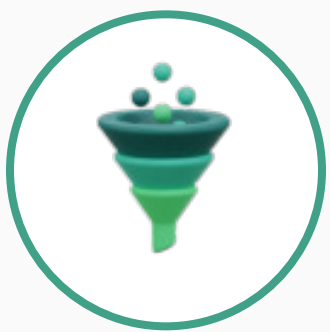
Vice President, Marketing & Brand Strategy
Logix Banking



Online Branch Intelligence System

 Grow Online Business by **50%+ In Months.**

Alpharank's model trains on **7+ billion transactions** from **200+ peer financial institutions**, optimizing your full funnel results.



Curb Funnel Abandonment

- Find & Remove Bottlenecks
- Locate High Friction Questions
- Maximize Approved Applications



Improve Lead Quality

- Identify Top Traffic Sources
- Diagnose Problem Sources
- Reduce Low-Value Applicants



Maximize Dollar Production

- Uncover Value Drivers
- Identify Your Winning Campaigns
- Ditch Underperforming Campaigns

Installs in seconds. +50% increase in booked dollars in 6 months.
Immediate ROI without increase in ad spend.

