

6 Steps to Grow Equity Utilization and HELOC Balances

A practical framework for financial marketers looking to increase engagement, utilization, and balances through data-driven strategy.

1. Consolidate and Connect Your Data

Bring together mortgage and HELOC data into one usable view.

- Identify which customers hold mortgages or under-utilized HELOCs.
- Calculate available equity for each household to determine eligibility and tailor messaging.
- If mortgage data is siloed, partner with that department early. Access and accuracy are key to campaign efficiency.

Outcome: A unified foundation that pinpoints where opportunity already exists within your base.

2. Enrich Customer Records with Third-Party Data

Append external, compliant demographic and property data to fill gaps.

- Add variables like homeownership likelihood, mortgage vintage, loan amount, and estimated property value.
- Layer in life-stage indicators (age, presence of children, etc.) to understand borrowing motivation.

Outcome: A more complete customer profile that supports segmentation beyond simple demographics.

3. Model and Score for Predictive Precision

Build a model using current HELOC and equity borrowers to identify high-probability prospects.

- Score non-equity customers to find those most likely to borrow next.
- Prioritize based on predicted demand and equity availability.
- Validate the model using control groups and refresh it quarterly to stay accurate.

Outcome: Predictive scoring that focuses marketing spend where it will have the greatest impact.

4. Extend Your Reach to Lookalike Prospects

Apply the same model to identify prospects within your marketing footprint.

- Use the same data source as your append to ensure data consistency and compliance.
- Consider off-the-shelf propensity models if time or budget is limited.

Outcome: A consistent, high-quality prospect universe that mirrors your best customers.

5. Execute an Omni-Channel Campaign

Coordinate multiple channels for visibility, frequency, and conversion.

- Launch paid social to build awareness.
- Follow with direct mail for credibility and recall.
- Reinforce with email, Informed Delivery, display, and retargeting.
- Use consistent creative and timing across channels to maximize lift.

Outcome: Multi-channel synergy that improves response rates by 30–35% over single-channel campaigns.

6. Measure, Refine, and Repeat

Track performance, learn, and feed results back into the model.

- Monitor approved increases, funded balances, and utilization changes.
- Assess cost per approved increase and time-to-fund.
- Adjust timing, creative, and targeting for future waves based on insights.

Outcome: Continuous improvement—each campaign wave becomes smarter, faster, and more profitable.