

# Data Solutions

Xactus Data Solutions deliver more meaningful insights that uncover opportunities and boost your success



## Build a Modern Mortgage Experience With the Right Data Solutions

Dig deeper into the data with the tools you need to acquire new customers and retain existing customers within your portfolio, grow your business and analyze competitive intelligence for lost opportunities. Proactive customer engagement is key to protecting your loan portfolio; retain business with up-to-the-minute data.

### Elements of Data-Driven Marketing

#### 1 Best-in-Class Big Data

- Performance-Based Acquisition
  - Actionable Pre-Screen Credit Data
  - Invitation to Apply
  - Equity Based Automated Valuation Models
- Maximum Retention
  - Excellence in Customer Experience
  - Single and Multi-Bureau Monitoring Solutions
  - Real-Time Alerts
- Smart Analytics
  - Lost Sales Analysis
  - Portfolio Opportunity Analysis — Instant Append
  - Compliant OFAC and CDD, Know Your Customer

#### 2 Technology and Innovation

- Data on demand
- Cutting edge SAAS-based delivery platforms
- CRM Integrations
- Application programming interface (API's)
- Compliant OFAC and CDD, Know Your Customer

#### 3 Advisory Services

- Trusted partners
- Proven strategies
- Industry best practices
- Fully customized solutions
- FCRA compliant

# Data Solutions



## Receive Real-Time, Predictive Knowledge to Retain Loan Portfolios

Xactus' portfolio monitoring program electronically notifies you about your customers' credit activities, enabling you to quickly respond to your customers' changing credit needs and retain valuable customers. As a crucial part of your loan tracking system, our portfolio monitoring solution can:

- Help guard your profits and loans
- Mitigate portfolio run-off
- Enhance your credit decisioning based on key account data
- Monitor delinquencies



## Obtain High-Quality, Targeted Mortgage Leads That Get Results

Xactus data acquisition technology allows you to identify and engage with new prospects quickly, by providing access to credit, demographic and mortgage data on hundreds of millions of consumers. Choose between batch pre-screen FICO®-based credit data or invitation to apply non-credit data. Our data acquisition tools are delivered through various technology platforms, yielding favorable response rates for users.



## Better Assess Pipeline Fallout and Improve Closing Rates

Xactus Lost Sales Analysis reports play a crucial role in understanding why applicants fell off your pipeline. Additionally, a win-loss analysis helps you understand what competitive pressures impacted your business growth.

Our loan-level competitive intelligence allows you to:

- Adjust market strategies
- Understand run-off trends
- Increase customer retention
- Review the lenders associated with lost sales
- Gain insights into the characteristics associated with new loans

Learn more at [xactus.com/data-solutions](https://xactus.com/data-solutions)