

## Capture and convert more business with Ellie Mae Consumer Engagement Solutions

In this tight market, lenders cannot afford to ignore potential customers. Without a complete and effective engagement strategy, lenders lose nearly 50% of new business online.\*\*

### A True Digital Mortgage Starts with Ellie Mae Consumer Engagement Solutions™

Consumer Engagement is a critical component of Ellie Mae's Digital Mortgage Solution. We deliver all the tools lenders need to market more personally, improve consumer engagement, accelerate conversions, and generate repeat business.

Our solutions work in concert to provide superior customer engagement. The result is a better borrower experience and increased business for lenders. How much business? Take a look at how customers are boosting their acquisition and conversion rates below.

### With Encompass CRM lenders can have:\*

- 90% higher loan officer production
- 130% higher customer retention
- 300% more purchases from past customers

### With Encompass Consumer Connect lenders can have:\*\*

- Reduced application close time by an average of 3 days
- Close loans in less than 10 business days

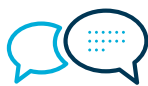
### With Velocify by Ellie Mae lenders can have:\*\*\*

- \$25 return for every \$1 spent
- 180% productivity gains
- 5x increase in lead conversions
- Call prospects in under 1 minute, and boost conversion rates by up to 4x

### Only Ellie Mae truly supports every stage of the consumer lifecycle:



**Attract:** new or repeat customers



**Engage:** with you as a lender



**Convert:** a prospect into a customer



**Grow:** the customer for life

### Key Benefits

- Target your audience with one-to-one marketing
- Maximize every opportunity with real-time borrower engagement
- Effectively engage homebuyers
- Close the deal and get buyers into homes faster

Reach us at 1-888-955-9100, [consumer@elliemae.com](mailto:consumer@elliemae.com) or visit [elliemae.com/consumer](http://elliemae.com/consumer) to learn more.

\* Ellie Mae Encompass CRM Business Analysis.

\*\* [George Mason Case Study](#) and [Homeowners Financial Case Study](#)

\*\*\* [Velocify by Ellie Mae](#) research.



### Encompass CRM – Attract & Grow

Dramatically increase marketing effectiveness and lead quality:

- 1:1 Marketing
- Automated drip campaigns
- Personalized communication
- Rich content library
- Compliant content and process

### Velocify by Ellie Mae – Engage & Convert

Convert more leads and maximize sales engagements:

- Automatic lead distribution and assignment
- Automatic lead routing and lead re-routing
- Automatic predictive lead scoring
- Automatic dialing

### Encompass Consumer Connect – Engage & Convert

Transform your online application and borrower experience:

- Unique online experience
- True and complete online, automated experience
- Reduce borrower data entry, speeding up online application
- Build a more complete loan file earlier
- Compliant and secure
- Responsive design for any mobile device

## Consumer Engagement Workflow

