

ActiveProspect saves mortgage lender *thousands through lead qualification*

The problem

This top 10 mortgage lender found they were wasting time and marketing budget on duplicate leads - with a 10% duplicate lead rate - and bad phone numbers. So, they needed a solution that would enable them to eliminate duplicate leads, filter out bad phone numbers, flag current customers, and identify existing prospects already in the pipeline.

The solution

The lender started using **LeadConduit** and **SuppressionList** to validate lead phone numbers, email addresses, and filter out duplicate leads. This way, they were able to ensure only the best, most qualified leads would end up in their lead flows and sales cycles, all while maintaining compliance with **TrustedForm**.

“**The ActiveProspect platform checked all of our boxes for our lead qualifying issues - and including TrustedForm as a compliance solution was just an extra benefit.**”

Vice President of the top 10 mortgage lender

ActiveProspect played an integral part in helping this lender streamline their lead acquisition efforts while spending marketing dollars effectively.

TOP 10 MORTGAGE LENDER

\$17,000/month

saved rejecting duplicate leads

\$10,000/month

saved filtering bad phone numbers

This top 10 mortgage lender is one of the nation's largest loan servicers, specializing in mortgages that help people refinance homes regardless of their circumstances.