Capture and convert more business with the Ellie Mae Consumer Engagement solution

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 the Ellie Mae Consumer Engagement solution

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:

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 or visit 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

- **ATTRACTION**
  - Nurture Emails
  - Content Marketing
  - Referral Marketing
  - Mailers
  - Advertising
  - Social

- **ENGAGEMENT**
  - Automated Lead Distribution & Prioritization
  - Lead Scoring
  - Instant, Multi-Channel Communication (Email, Phone, Text)
  - Online Application
  - Borrower Portal
  - Loan Comparison

- **CONVERSION**
  - Automated Status Updates (LO, Borrower, Partner)
  - Financial Advice
  - Secure Document Upload
eSign
Credit Reporting
Asset Verification

- **GROWTH**
  - Post-Close
  - Nurture Emails
  - Lead Scoring
  - Performance Analysis
  - Annual Mortgage Review

Ellie Mae, Inc. | 4420 Rosewood Drive, Suite 500 | Pleasanton CA 94588 | 925-227-7000 | FAX 925-227-9030 | elliemae.com

© 2019 Ellie Mae, Inc. Ellie Mae®, Encompass®, AllRegs®, Mavent®, Velocify®, the Ellie Mae logo and other trademarks or service marks of Ellie Mae, Inc. appearing herein are the property of Ellie Mae, Inc. or its subsidiaries. All rights reserved. Other company and product names may be trademarks or copyrights of their respective owners.