

ABOUT THE CLIENT:

Leading Mortgage Lender

INDUSTRY:

Mortgage

BACKGROUND:

As the nation's largest online retail mortgage lender and the second largest retail mortgage lender in the United States, this company closed more than \$400 billion of mortgage volume across all 50 states from 2013 through 2017.

Using PerformLine helps us to "ensure that we're compliant, that the space wherever our name is being used is being done properly, and overall we just feel comfortable and confident knowing that we're doing everything that we can to maintain compliance with our web space and our partners."

Shining a Light on Compliant Marketing Partners

BUSINESS CHALLENGE

This marketer had many partners to help promote their product offerings. Keeping on top of the many webpages to make sure they met their regulatory and brand compliance obligations was a daunting task for their compliance team – until PerformLine.

THE OPPORTUNITY

PerformLine was able automatically monitor and score each marketing partners' sites on a daily basis to report if they were meeting the approved regulatory and brand guidelines. PerformLine found that 40% of the webpages didn't meet the approved guidelines and reported those sites to the client.

THE RESULTS

- Client dramatically increased their oversight and efficiency, increasing the number of webpages reviewed by over 570%
- Client was able to quickly identify the non-compliant sites, have the marketing partner remove all traffic from those websites and then increase their spend on the compliant sites

MANUAL REVIEW**USING performline** 

90-day period

▼ 891

Webpages monitored
at the beginning of 90-day period

▲ 6,000+

Webpages monitored
at the end of 90-day period

▼ 72

Rules (brand guidelines)
at the beginning of 90-day period

▲ 1,000+

Rules (brand guidelines)
at the end of 90-day period

Mitigate Risk. Save Money. Protect Your Brand.