




RateMatch® Platform. 3 channels, 1 result: More loans.

Channel	Point of Sale	Private Label	Credit Report Sites
Traffic Source	 <p>Walk-ins to your branches, new members, loan applications</p>	 <p>Clicks from your website</p>	 <p>Direct traffic from Internet</p>
Workflow	<p>Members closing new loans or in branch on other business receive free RateMatch® report</p> <p>▼</p> <p>Your loan officers walk members through the RateMatch process</p> <p>▼</p> <p>Your loan officers discuss the results of the RateMatch report with them</p>	<p>Members go to credit union website either directly or through marketing vehicles and orders credit report</p> <p>▼</p> <p>Member clicks RateMatch link and moves themselves through the RateMatch tool</p> <p>▼</p> <p>Member opts in by sending RateMatch report to CU for follow up, or using Live Chat link</p>	<p>Internet users purchase credit report as part of the buy-cycle as they shop for a new loan</p> <p>▼</p> <p>RateMatch compares user's loans against those from affiliated credit unions in area</p> <p>▼</p> <p>User opts in by forwarding RateMatch report to CU for followup, or using Live Chat link</p>
Potential Traffic	Based on branch traffic and loan volume	Based on membership, website usage patterns and promotions	Based on credit report sales in market area
Conversion Rates	Best	Better	Good
Average Captured Loan Balance	Good	Better	Best
Cost Per Lead/Report	\$7 per report	\$7 per report	\$35 per lead

With other lead-generation tools, you tap into one traffic channel. With RateMatch, you receive all three lead channels automatically.