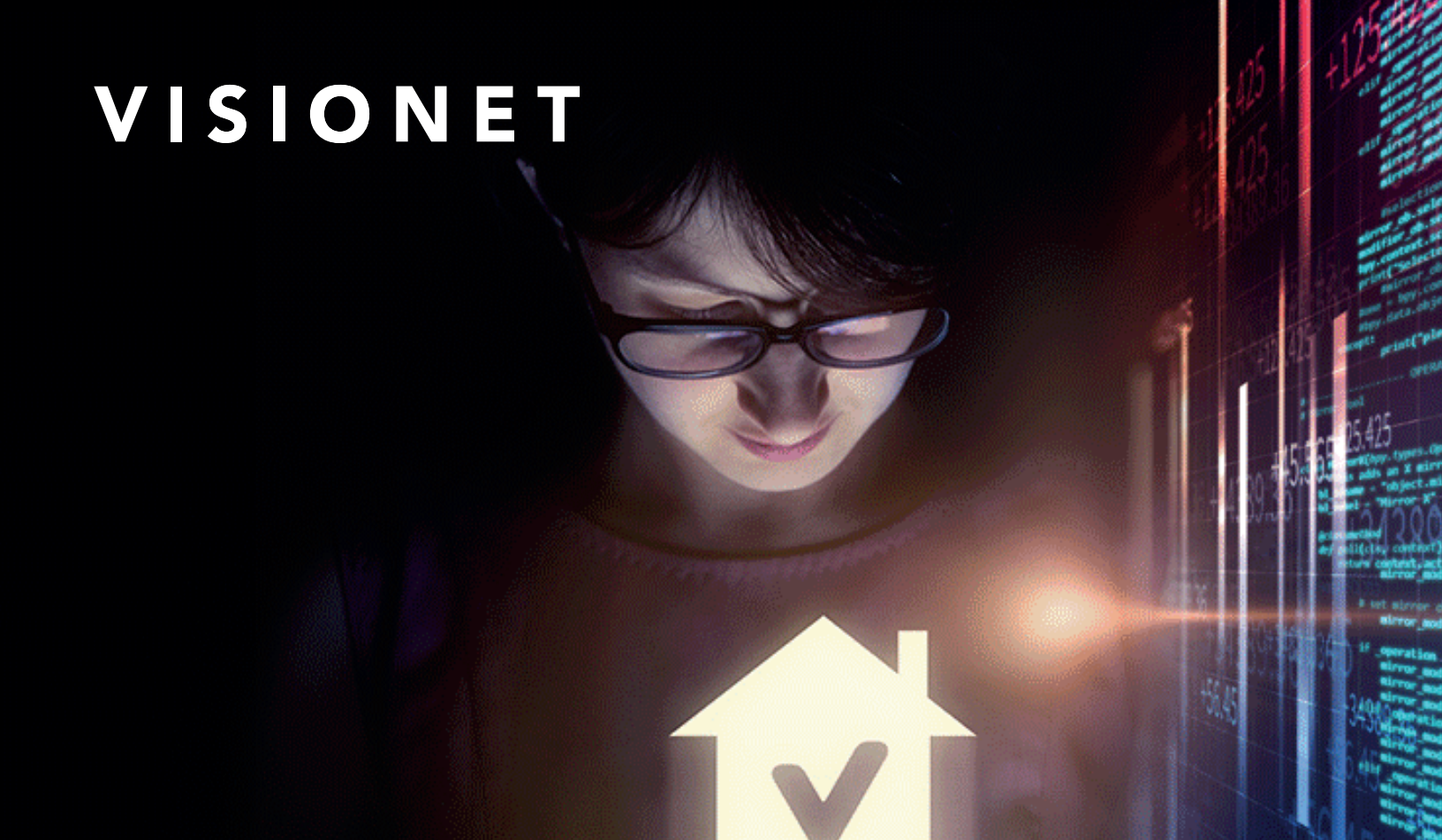


VISIONET



Marketing Analytics

Unified Cloud Data Platform for Marketing Analytics to reflect Performance of Different Marketing Channels and Optimize Spend

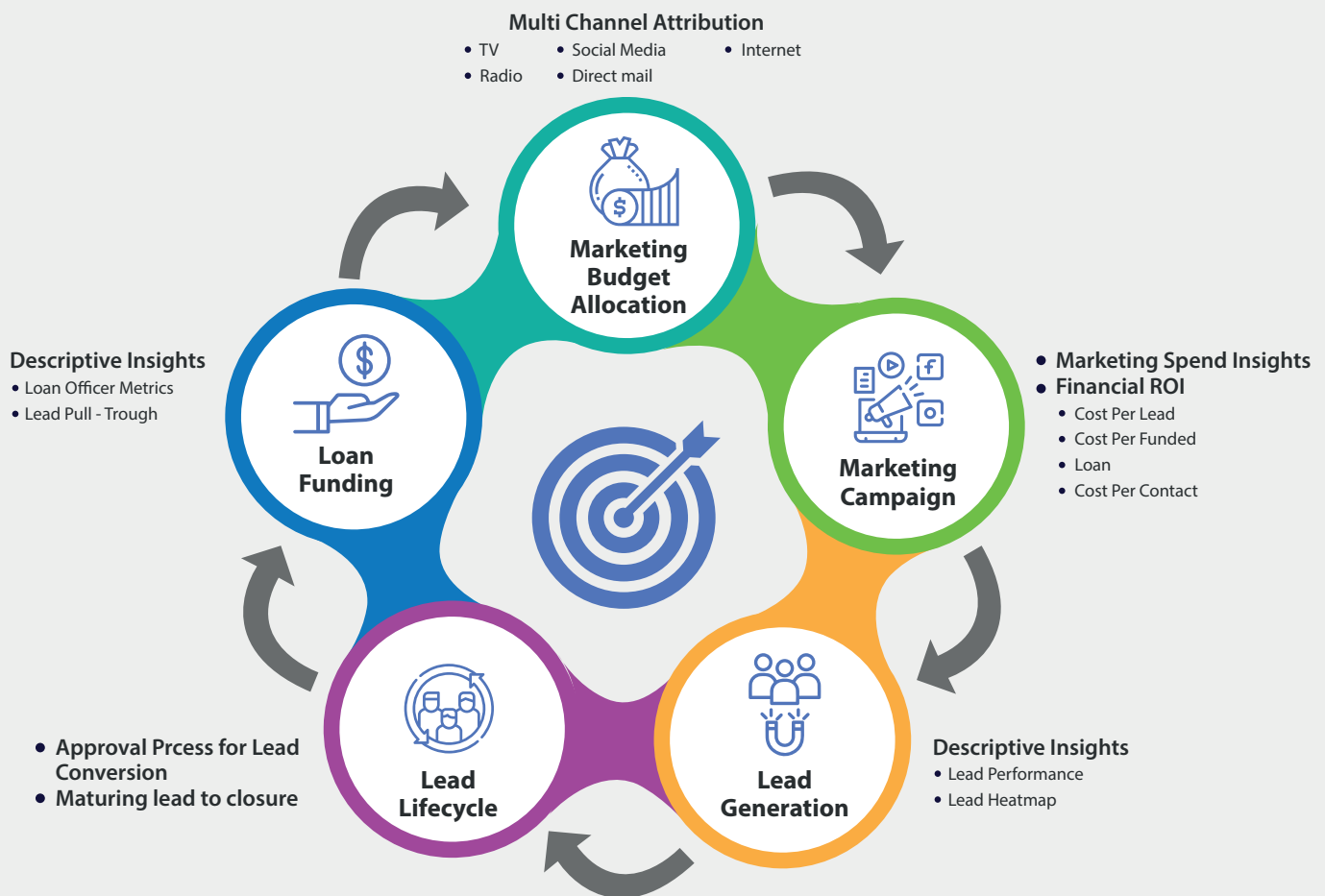
Provide marketing intelligence through data driven insights to understand performance and to optimize return on investments

Settling on better and quicker choices with information is turning out to be mission-critical for marketing team in organizations. Furthermore, with new innovations and channels springing up consistently, marketers should adjust and advance their analytics strategies, skills, and data solutions to stay competitive.

Along these lines, regardless of whether your marketing group is creeping, strolling or running with information, it's imperative to know how your analytics are pursuing achievement today to advance tomorrow.

Stay Ahead of competition

With enough foresight about the marketing requisites of the mortgage industry Visionet has thoughtfully crafted the marketing data platform. We have added 50+ KPI insights that can provide depth and width of marketing performance metrics from leads to sales.



Journey to AI

We are providing a next-generation cloud data warehouse architecture to address the challenge of disconnected data environments, multiple channels, and volumes of customer data. We are capitalizing on this unified data platform to provide a holistic view of the marketing performance with AI/ML driven solutions for marketing spend optimization, trend analysis for leads and loan approval propensity thus enabling CMOs drive operationalization of analytics for improved effectiveness and ROI.



Further, the product envisions to on-board all industry-leading loan origination systems. It seeks to include additional business KPIs and strengthen business predictions with upcoming models like sales forecasting, A/B testing in marketing, global macro parameters impacting the business. The platform has also been designed to provide SaaS based complete outsourcing services to the clients so that they can focus on their core business.

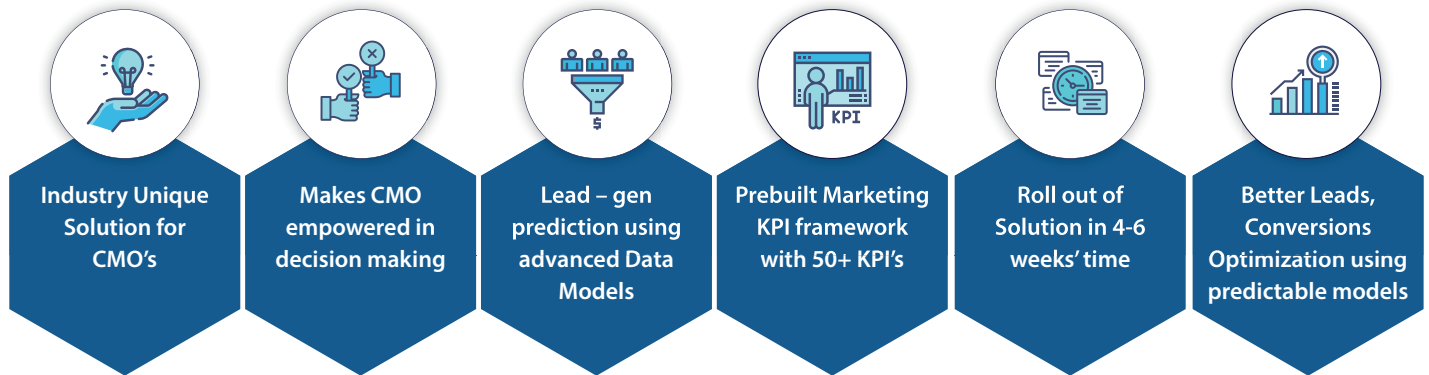
Your financial institution can expect tangible results such as:

- Optimized marketing spend
- Increased lead to loan conversion ratio
- Improved loan officer efficiency and retention rate
- Shorter time to sales conversion

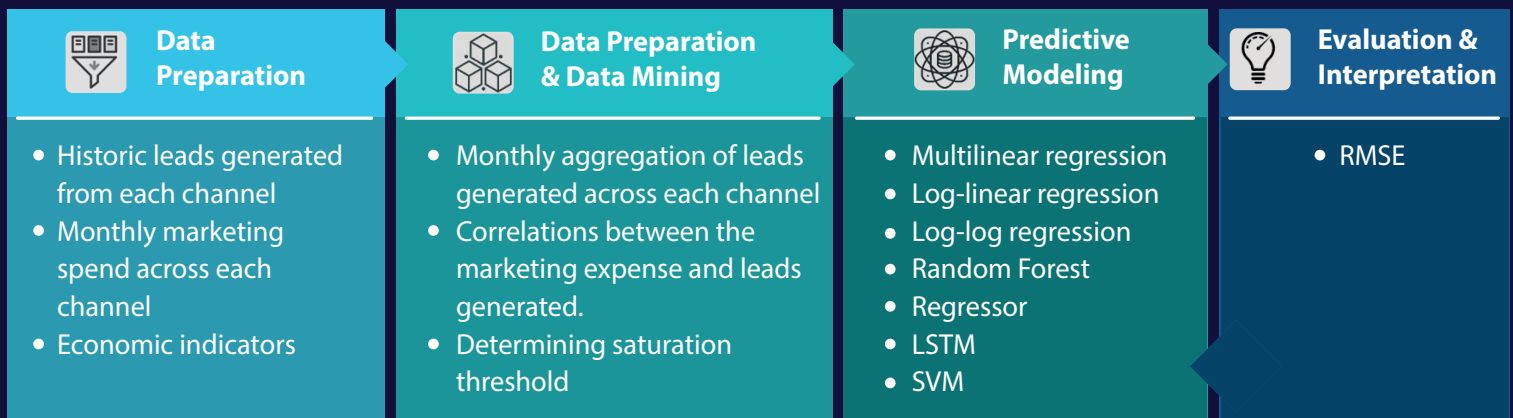
COE Expertise

Visionet's strong data and mortgage COE can customize the requirement and help institutions build custom KPI insights and data science models for specific objective in different areas of marketing with its holistic marketing data platform.

Key Features



Implementation Approach



Visionet Value proposition



SaaS & On-Prem Offerings

Marketing analytics platform has also been designed to provide both SaaS and on-prem based complete outsourcing services to the customers so that they can focus on their core business

Unique and Proven Solution

Visionet invested in creating solutions for mortgage companies, credit union and community banks to retain, recruit and unlock market potential. Our offerings are unique and aligned to these strategic objective of these clients

Ready to Deploy

Subject market expertise in marketing and mortgage domain. Solution comes with 50+ KPI insights and seeks to include additional business KPIs and strengthen business predictions with upcoming models such as sales forecasting, global macro parameters impacting the business

Integrated with your eco system

Our data platform seamlessly integrate with data from any other marketing and accounting applications as well as third party data integration for insights from external drivers with customizable solution across all BFSI domains

Multi-Disciplinary Domain and Tech Skills Team

As a strategic advisory partner; we are bringing forth a “multi-disciplinary” team of mortgage, retail banking, Data and other tech competency

Customer benefits



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FOR MORE INFORMATION

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