

# Digital Marketing Tools Used by the Top 500 Mortgage Lenders in the US

Discover which digital marketing technologies the top 500 mortgage lenders in United States are using to run their businesses, including tools for web analytics, conversion and content optimization, audience data management, display advertising platform, and many more.



# INTRODUCTION

## OVERVIEW

With the vast majority of consumers searching for homes on the internet, more and more mortgage lenders are beginning to leverage digital marketing tools to attract, convert, and retain clients online. We've surveyed the 500 largest mortgage lender brands to discover which technologies and tools are fueling their success.

According to ChiefMarTec.com, there are over 5,000 marketing solutions and platforms available today. After comparing technologies of top lenders and NestReady customers, applying competitive analysis, and scanning through the digital marketing ecosystem, we've narrowed this field down to the core tools that are driving results in this industry.

We asked lenders about 350 different platforms in 11 categories: web analytics, audience data management (DMPs); media buying / demand-side platforms (DSPs); cross-channel retargeting; digital ad exchanges; A/B testing and content/conversion optimization; live chat; marketing automation; video platforms; tag management solutions; and social media tools. Read on to learn how top U.S. lenders are using technology to grow their businesses.

## TOP HIGHLIGHTS

- 60% of the top 500 U.S. mortgage lenders are using **audience data platforms**, which help users understand their audiences' behaviors and interests, as well as target them across the Internet.
- 55% of top lenders are leveraging cross channel display advertising platforms, which enable users to run hyper-targeted campaigns with advanced bidding tactics across multiple channels. Among these lenders, 12.5% are using Trade Desk, making it the most popular cross channel display platform.
- When compared to other industries for example companies in the Retail sector - mortgage lenders are lagging a bit behind. For example a strong retail will normally leverage 4-5 analytics system in combination with Google Analytics and variety of platforms used would be 30-40% higher. There is a room to grow and explore.
- More than 56% of lenders on our list use a tag management solution to deploy various marketing technologies across their websites from a centralized location, suggesting that top lenders consider organizing and streamlining their digital marketing efforts to be a significant priority.
- 2 out of 3 top mortgage lenders will use this class of audience data capturing technology to gain strategic understanding of their visitors across 1000s of categories that can be later on targeted via Display advertising channel.

# MARKETING TERMS

## DEFINITIONS

### **Audience Data Management Platform (DMP)**

A data management platform (DMP) collects and manages data for digital marketing purposes. It enables companies to generate audience segments, which can be used to target specific users in online advertising campaigns. A DMP may use Big Data and Artificial Intelligence algorithms to process large amounts of user data from various sources. DMPs are often licensed to global selling platforms (DSPs) to help organize and monetize data in Real-Time Bidding systems. Examples of firms developing DMP solutions include OnAudience.com, Lotame, Nielsen and Oracle.

### **Demand Side Platforms (DSPs)**

A demand side platform (DSP) allows buyers of digital advertising inventory to manage multiple ad and data exchange accounts through a single interface. Using DSPs, marketers can manage audience targeting and real-time bidding for online display advertising. Like paid search platforms, DSPs allows users to optimize campaigns based on Key Performance Indicators such as effective cost per click (eCPC) and effective cost per action (eCPA).

DSPs incorporate many features previously offered by advertising networks, including wide access to inventory and vertical and lateral targeting, as well as the ability to serve, track, optimize, and bid on ads in real time. All of these functions are managed within one interface, which creates a unique opportunity for advertisers to control and maximize the impact of their ads. As time passes, DSPs are able to track more sophisticated data points, including frequency information, multiple forms of rich media ads, and some video metrics.

### **Behavioral Retargeting**

Behavioral retargeting (also known as behavioral remarketing, or simply, retargeting) is a form of targeted online display advertising in which ads are shown to consumers based on their previous Internet actions. Retargeting ads use a pixel embedded within the target webpage or email to tag each viewer by adding a tracking cookie to their browser. Once the cookie is set, the advertiser is able to show display ads elsewhere on the internet via an ad exchange.

### **Tag Management System**

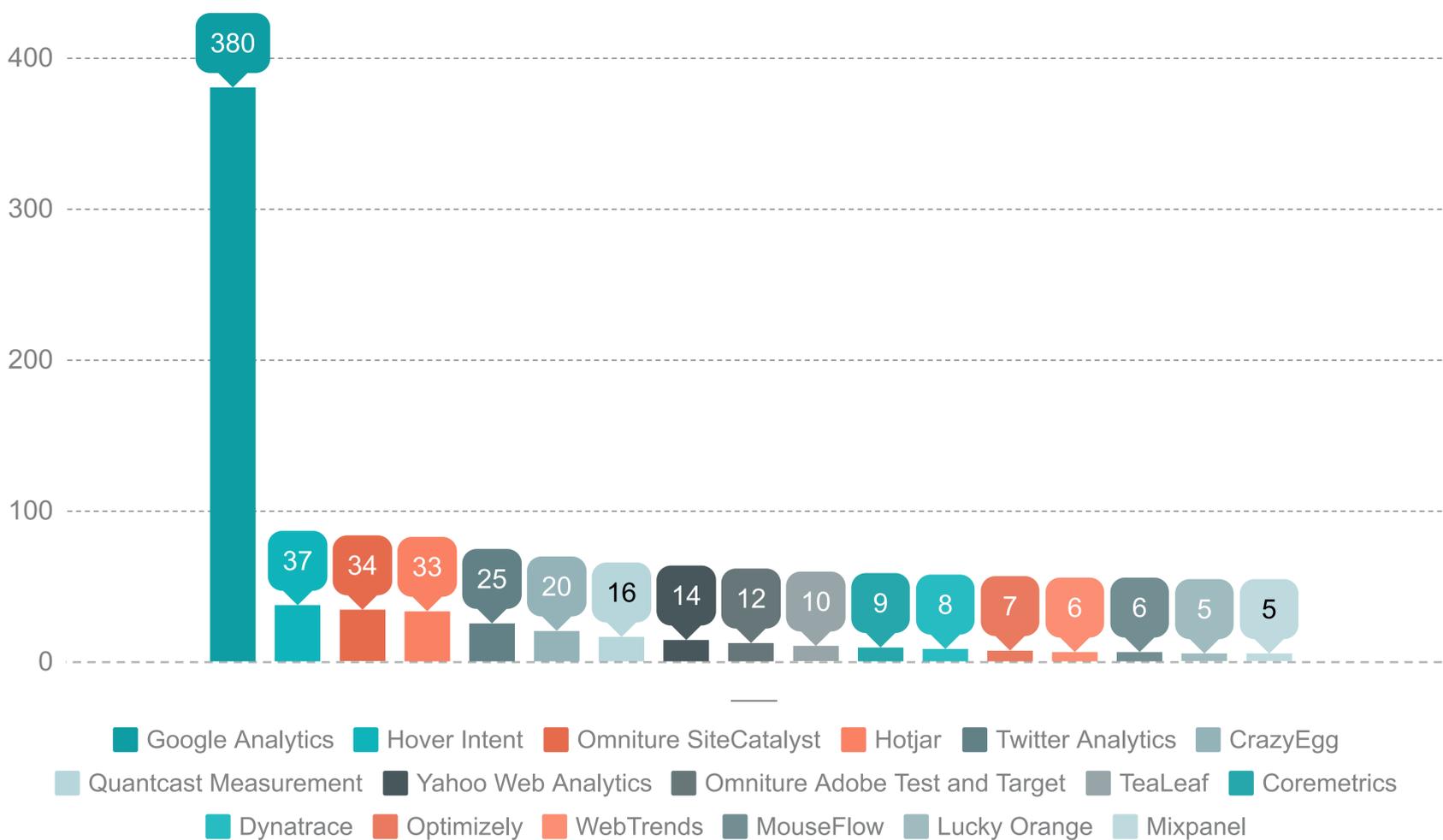
A tag management system is designed to help manage the lifecycle of e-marketing tags (sometimes referred to as tracking pixels or web beacons), which are used to integrate third-party software into digital properties. Tag management systems replace these various tags with a single container tag and subsequently prioritize and "fire" individual tags based on business rules, navigation events, and known data. Typical functionality includes a testing environment (sandboxing), audit trail and version control, tag deduplication, the ability to A/B test different solutions, and role-based access to data.

# WEB ANALYTICS PLATFORMS

## OVERVIEW

- The average top-500 mortgage lender brand uses just 2 web analytics platforms. By comparison, the average large retail brand uses 4-5 analytics platforms.
- With 30 different tools and platforms, this technology category had the widest variety among lenders on our list. Dominating the field is Google Analytics, which is used by 76% of lenders. Also popular are solutions that focus on user behavior (mouse movement recordings, browsing heatmaps, scroll down page navigation analysis, and etc.).

Web Analytics Platforms Used by Mortgage Lenders



## TAKEAWAYS

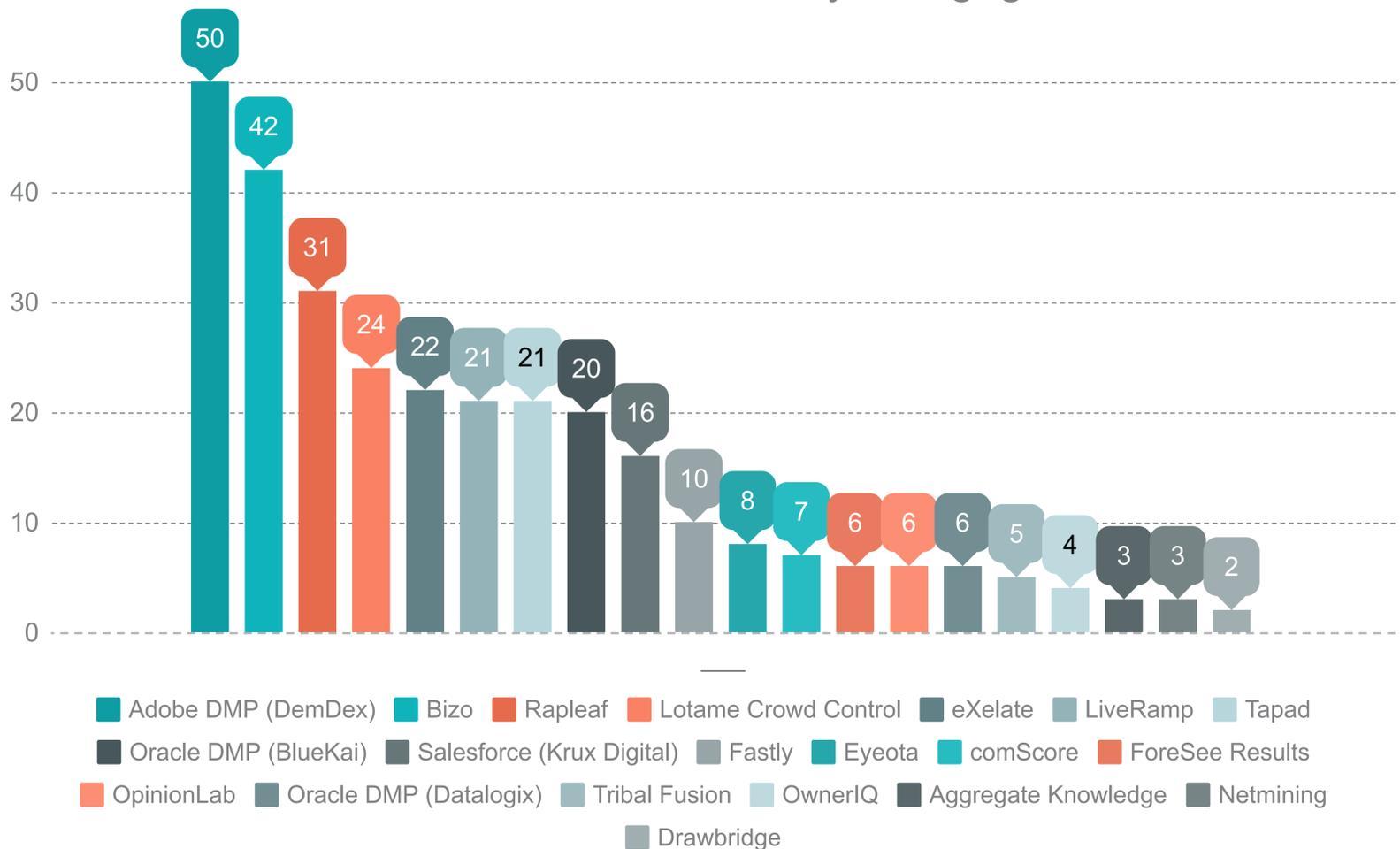
- The long tail of web analytics platforms suggests that lenders are looking for new ways to understand their audiences, with a strong focus on visitor behavior analytics. This is further supported by usage statistics in the Audience Data Management Platform category.
- Despite this wide range of tools, lenders still lag behind other industries in adopting analytics solutions. Retail companies, for instance, use a 30-40% larger variety of tools and tend leverage 4-5 different analytics systems at once, suggesting that lenders have room for growth in this area.

# AUDIENCE DATA MANAGEMENT

## OVERVIEW

- Audience data platform adoption is growing among leading mortgage brands, with 60% of top lenders in the US are now using these solutions.
- Lenders cited 28 different tools and platforms for audience data analysis and audience targeting, but just four platforms—Adobe DMP (DemDex platform), Bizo, Rapleaf, and Lotame—account for 46% of usage in this category.
- The majority of DMP platforms on this list integrate with programmatic display advertising solutions (DSPs). This allows companies to analyze, segment, and target their audiences more precisely, as well as perform "look-alike" modeling to target users that are similar to their top prospects or customers.

Audience Data Platforms Used by Mortgage Lenders



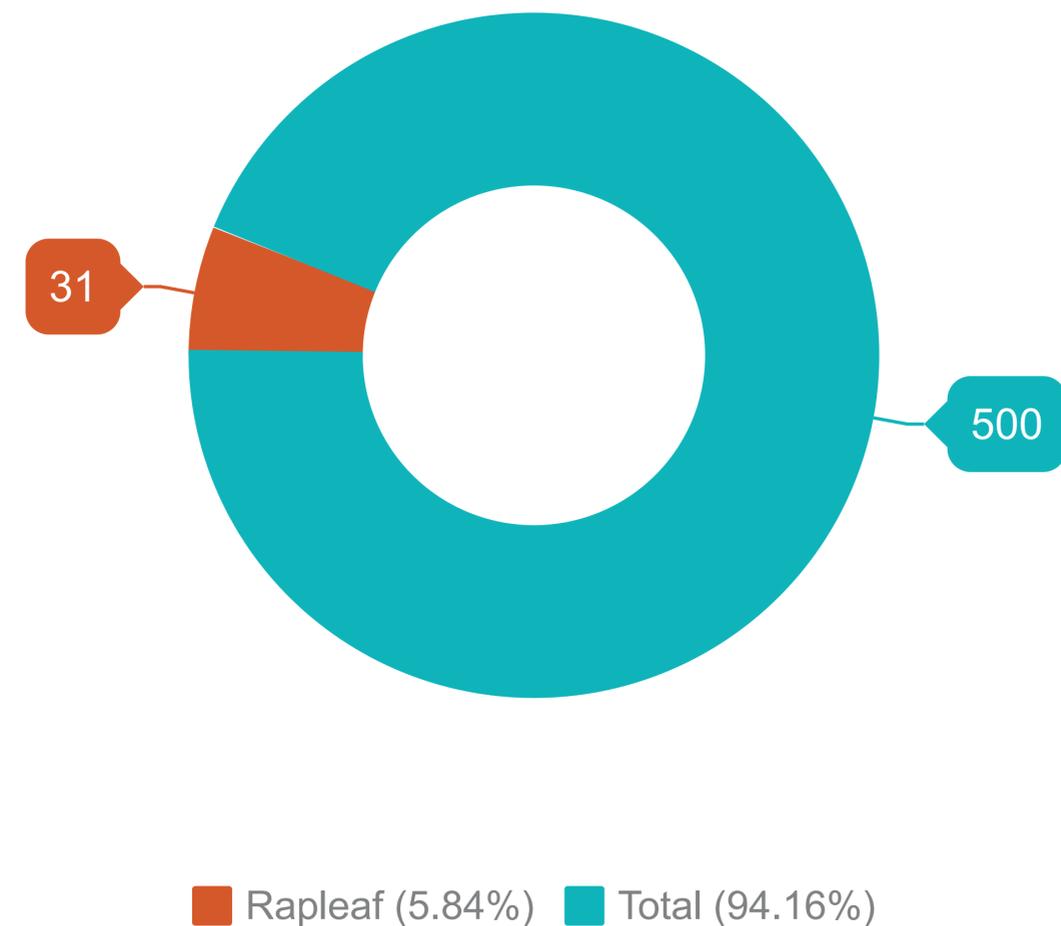
## TAKEAWAYS

- 2 out of 3 top mortgage lenders will use audience data capturing technology to gain strategic understanding of their visitors across thousands of categories.
- Mortgage lenders outside of top 500 list have far lower rates of DMP adoption, and are therefore missing out on opportunities to identify and target clusters of potentially good customers in real time.

# NICHE SOLUTION: RAPLEAF

## OVERVIEW

- With a focus on email-to-audience data alignment, Rapleaf is a niche solution among DMPs.
- Despite this, Rapleaf is the third most popular platform, with over 6% of top mortgage lenders using it to match email lists to audience data intelligence.



## ADDITIONAL NOTES

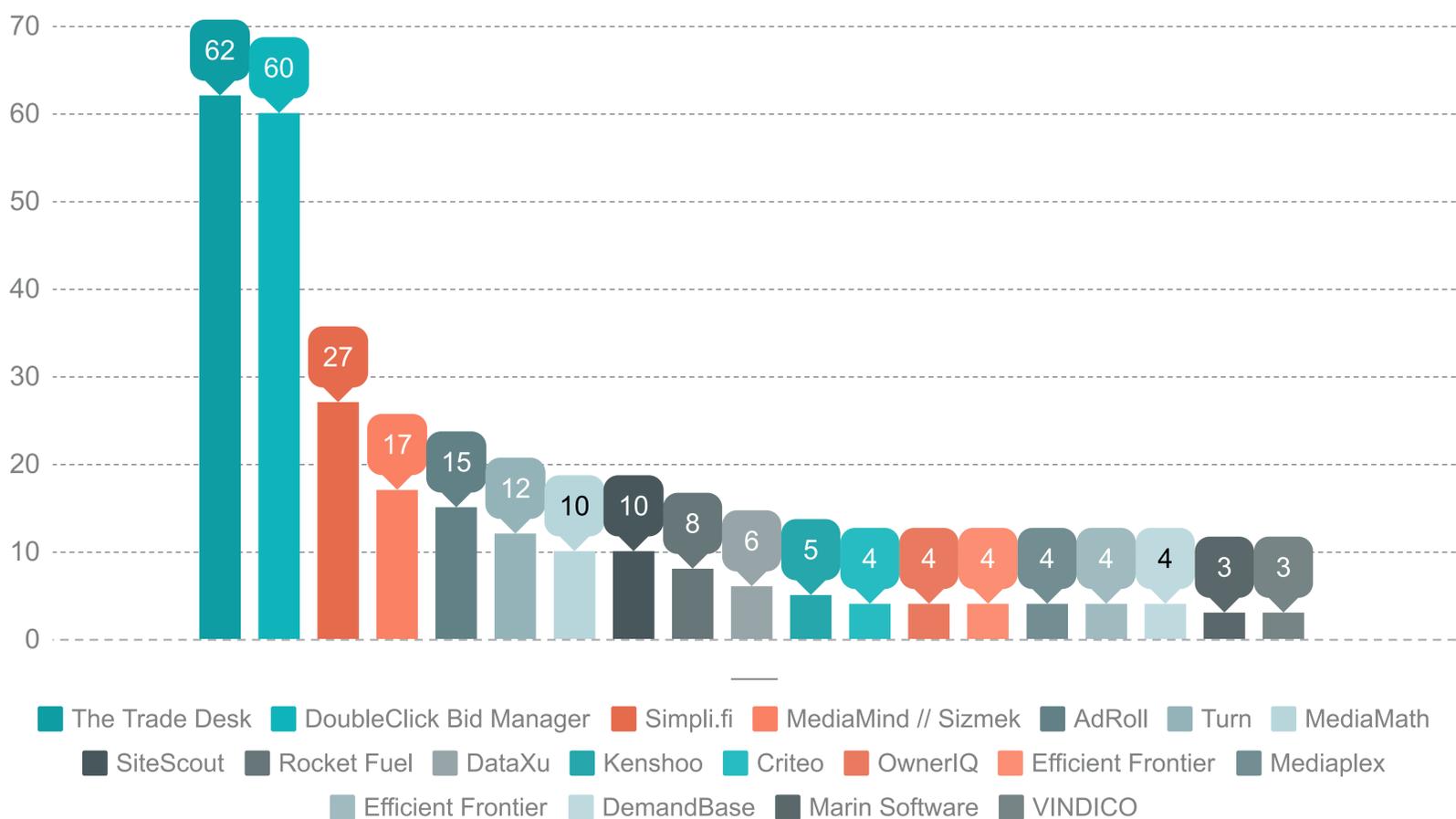
- RapLeaf was acquired by email data provider TowerData in 2013.

# DEMAND SIDE PLATFORMS (DSPs)

## OVERVIEW

- Top mortgage lenders are leveraging 29 different DSP solutions to manage their digital advertising efforts.
- 55% of top lenders on our list are leveraging a cross channel display advertising platform. The Trade Desk and DoubleClick Bid Manager were the most popular, with 1 in 4 companies using one or both solutions.
- DSP solutions that are especially known for their display retargeting capabilities have been excluded from this list and added as a separate category on the following page.

### Demand Side Platforms Used by Mortgage Lenders



Note: To display this chart, we've omitted 8 less popular platforms that were cited by fewer than 3 companies.

## TAKEAWAYS

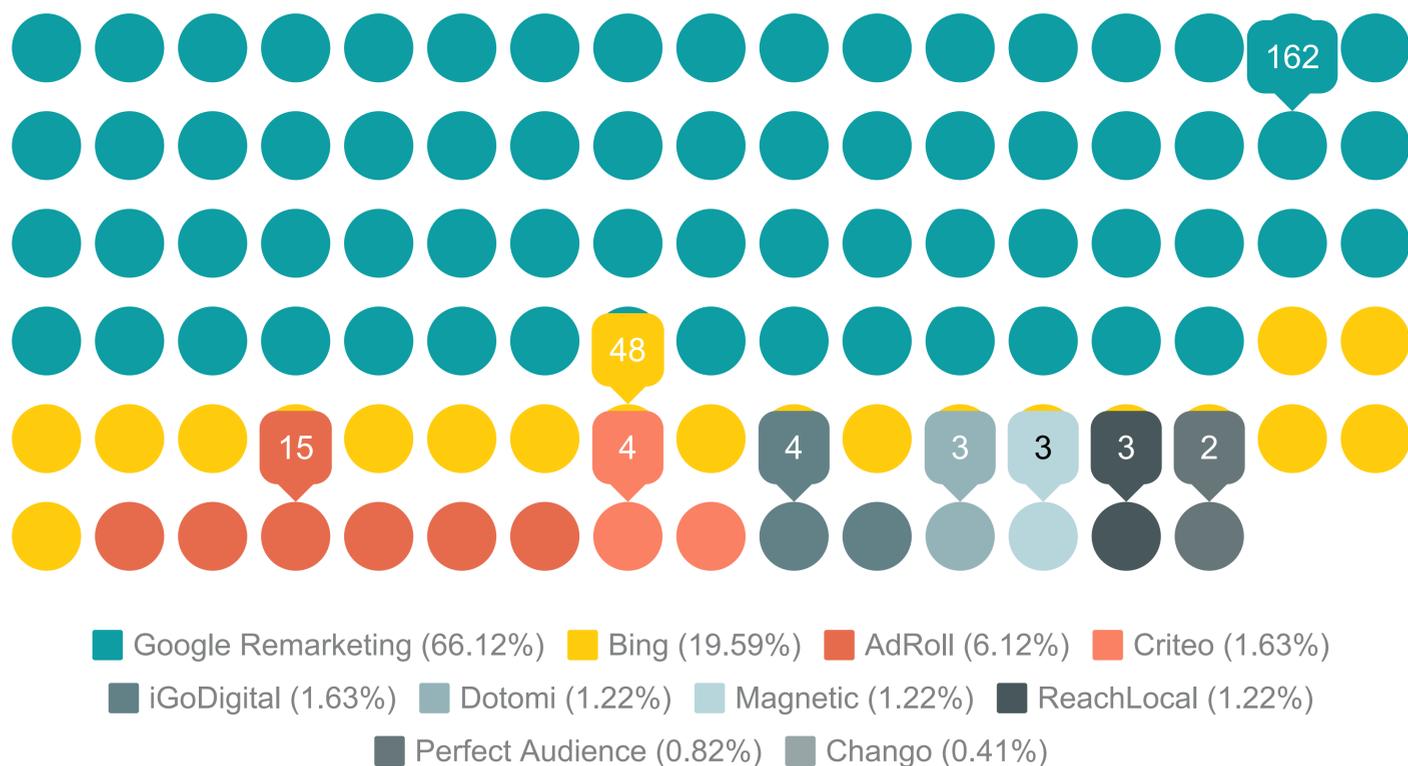
- Over 60% of top lenders who have adopted DSP solutions are using one of 4 platforms: The Trade Desk, DoubleClick Bid Manager, Simpli.fi, and Sizmek.
- When compared to other industries for example companies in the Retail sector number can fluctuate between 2-3 platforms per company, and in Hospitality 1-2 platforms of this class per company. It is clear that adoption of cross channel display advertising technology has begun among the leading 500 group.
- In combination with Audience DMPs, Demand Side Platforms greatly enhance mortgage lenders' ability to reach out to their top audiences in real-time at the most opportune moments - significantly increasing conversion volumes.

# CROSS CHANNEL RETARGETING

## OVERVIEW

- Of the 23 solutions we've identified in this category, the top 500 mortgage lenders are only leveraging 10 different retargeting platforms.
- Just under 50% of top lenders on our list are leveraging a dedicated retargeting platform. Google and Bing retargeting dominate this category, with 42% of surveyed lenders using at least one of them.

## Retargeting Platforms Used by Mortgage Lenders



## TAKEAWAYS

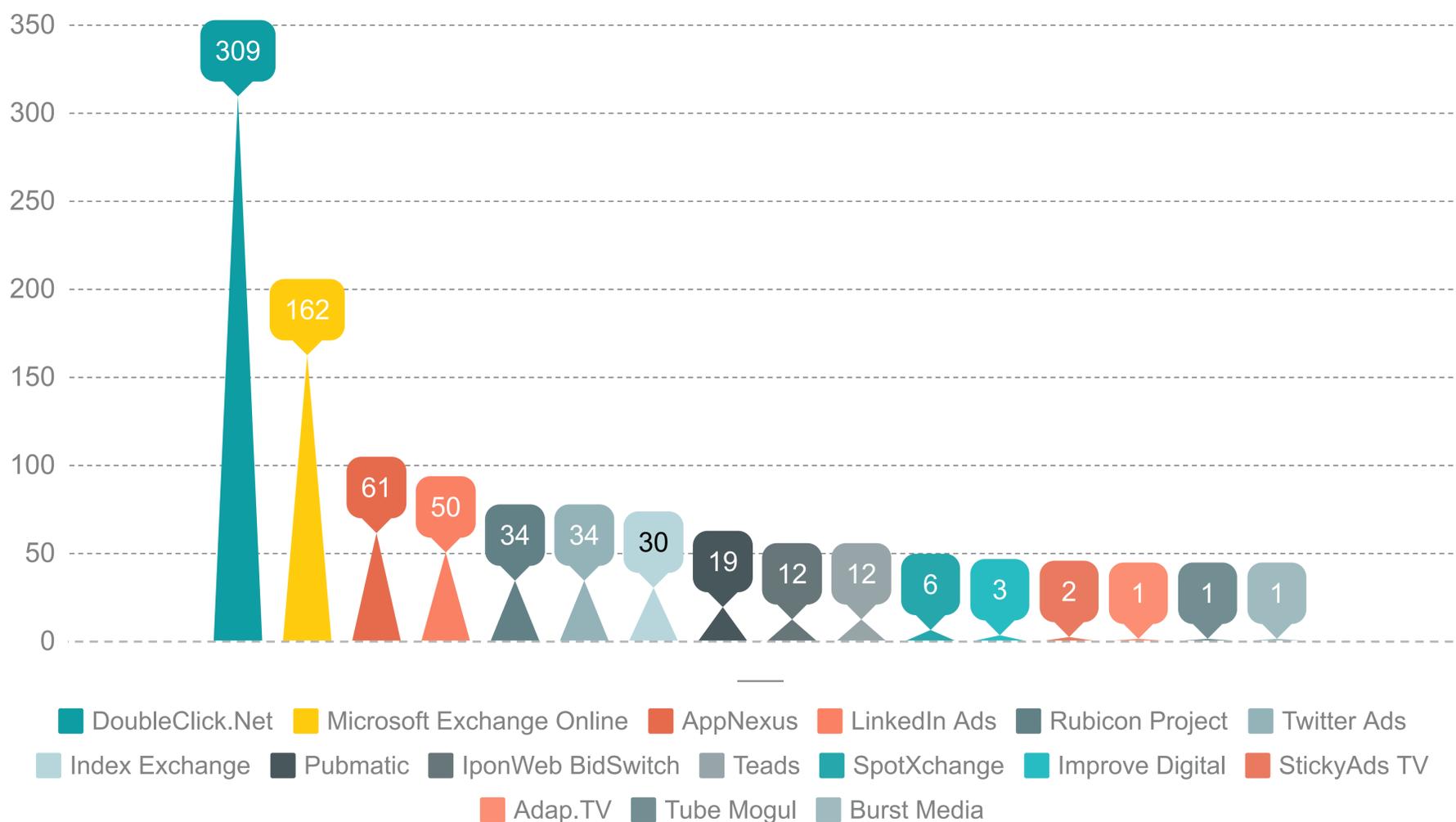
- Google and Bing retargeting is dominating in this category within our sample list - with 42% of mortgage lenders leveraging at least one of them.
- Note that many solutions included in the Demand Side Platform category provide at least some retargeting functionality.
- By comparison, over 90% of large retail and e-commerce brands use at least one dedicated retargeting platform as part of their marketing technology ecosystem.

# AD EXCHANGES

## OVERVIEW

- The top 500 mortgage lenders are placing digital advertisements across 15 different ad exchanges.

### Ad Exchanges Used by Mortgage Lenders



## TAKEAWAYS

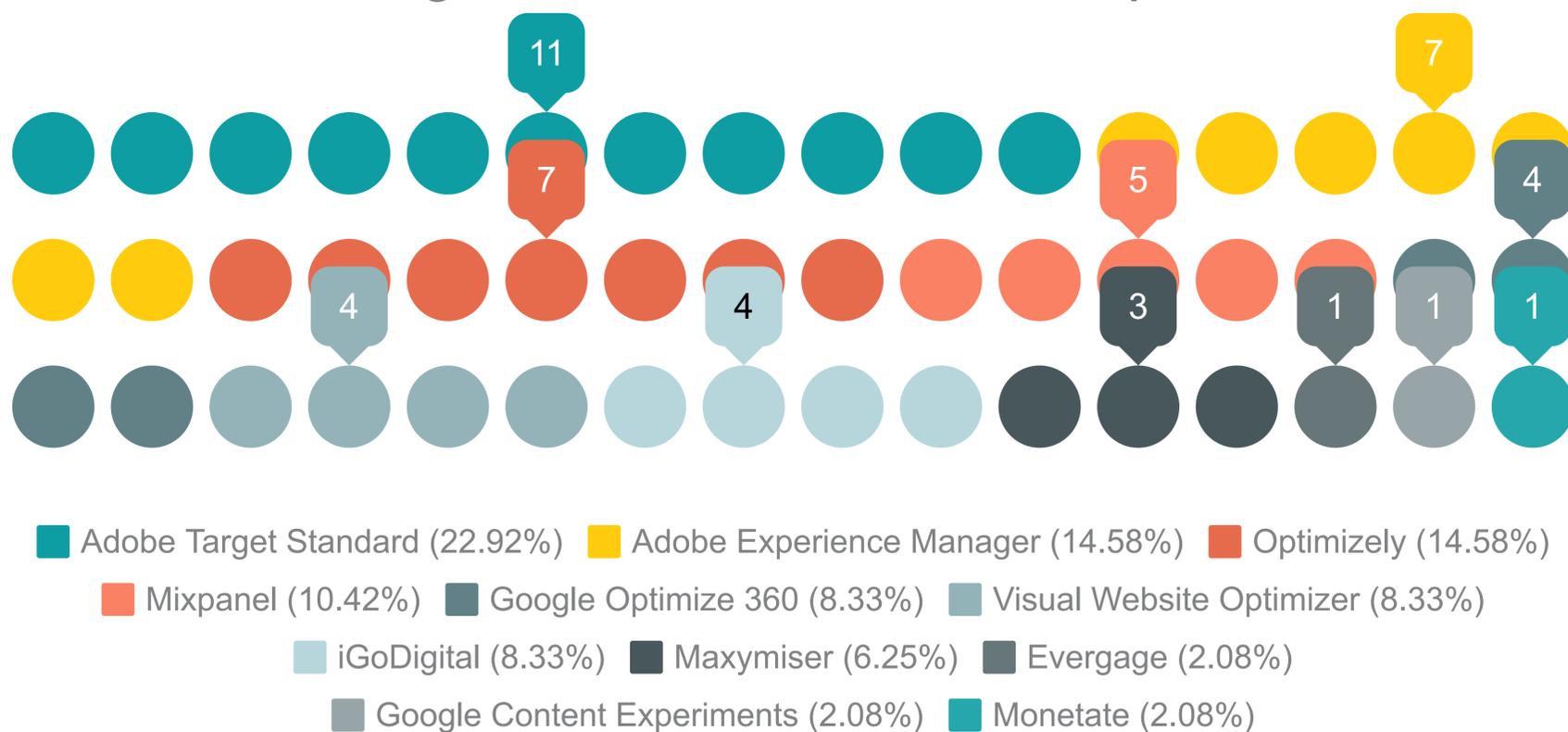
- Google (DoubleClick.Net), Microsoft Exchange, and AppNexus are the top ad exchange choices among the lenders we surveyed.
- Despite the widespread popularity of social media, just 10% of mortgage lenders are targeting their audiences on LinkedIn, while 7% are using Twitter.

# AB TESTING & OPTIMIZATION

## OVERVIEW

- Of the 27 A/B testing and conversion/content optimization tools we identified, top mortgage lenders are using 12 different platforms, with Adobe tools taking the lead.

### AB Testing & Conversion/Content Optimization



## TAKEAWAYS

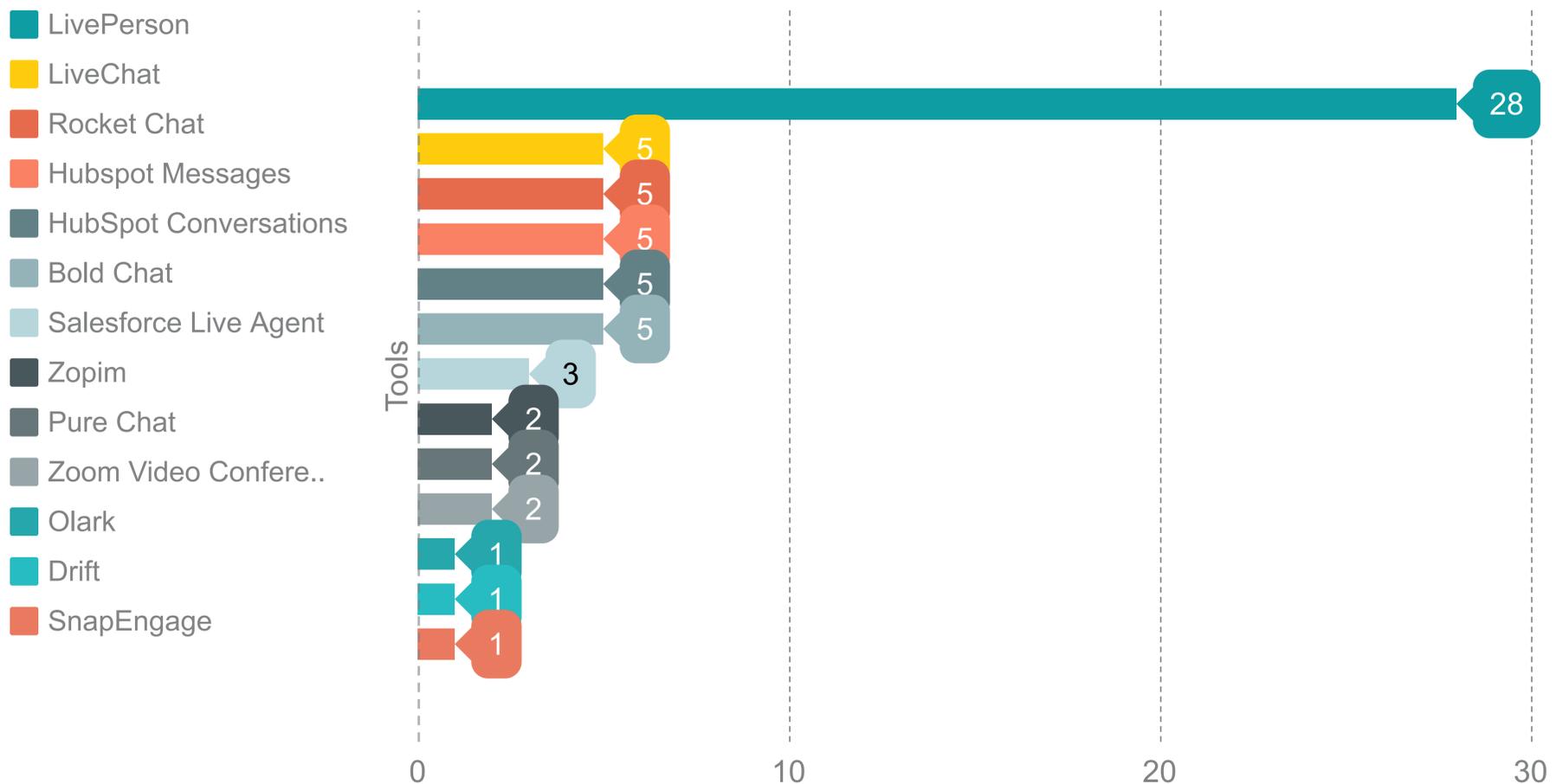
- Just 12% of top mortgage lenders are leveraging A/B testing and content optimization technology.

# LIVE CHAT TOOLS

## OVERVIEW

- Top mortgage lenders are using 13 different platforms for live chat support on their websites and apps.
- 13% of top lenders on our list are leveraging a live chat tool to interact with website visitors in real time.

## Live Chat Tools Used by Mortgage Lenders



## TAKEAWAYS

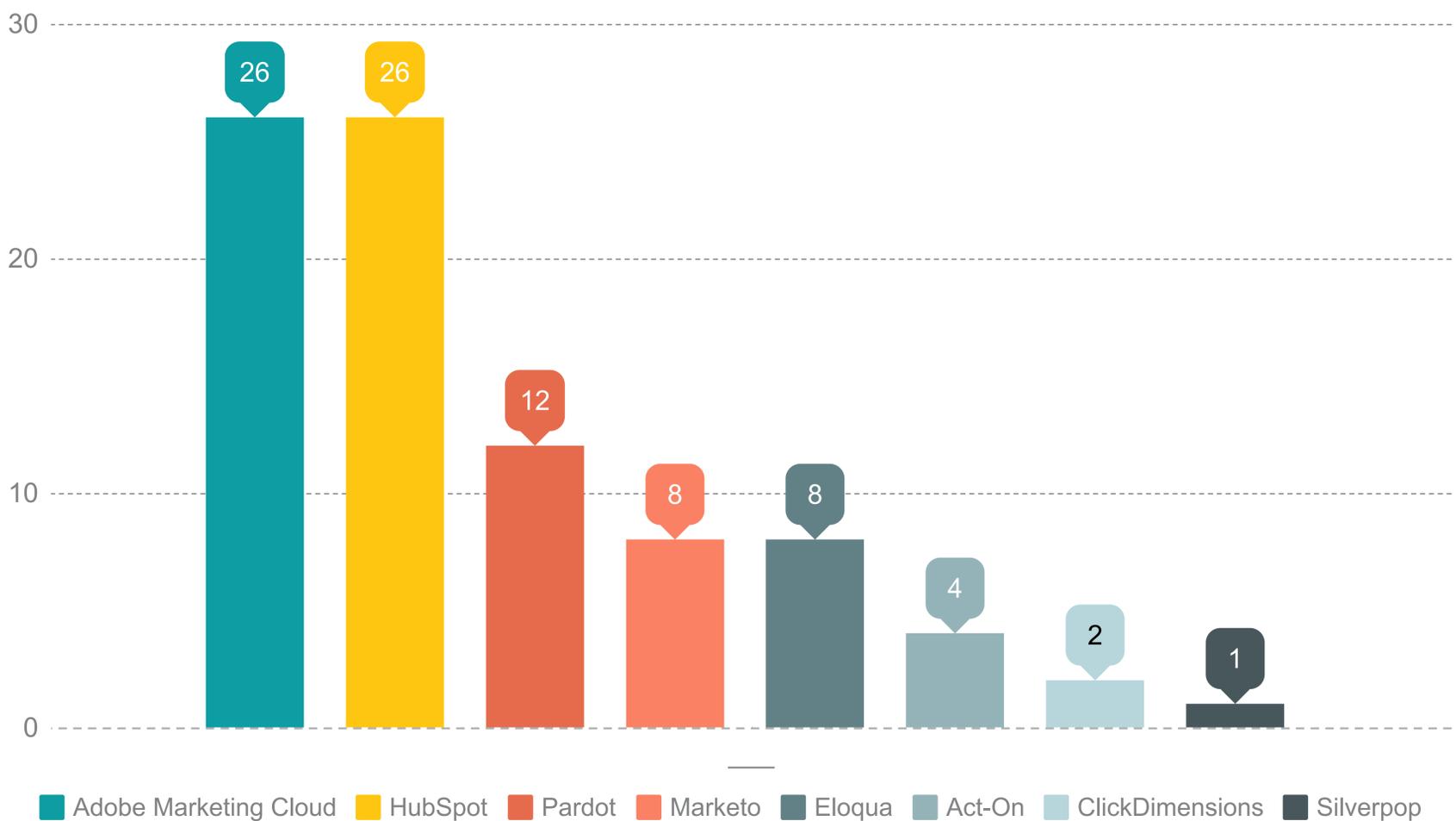
- If a mortgage lender is leveraging live chat, there is a 43% chance that LivePerson is the platform they're using.

# MARKETING AUTOMATION

## OVERVIEW

- Top mortgage lenders are leveraging 8 of the 19 different marketing automation platforms we've identified in this category.
- 87 of 500 top lenders on our list are leveraging a marketing automation platform. Hubspot and Adobe Marketing Cloud are the leaders in this category, with 56% of top lenders using at least one of these solutions.

Marketing Automation Platforms Used by Mortgage Lenders



Note: To display this chart, we've omitted 8 less popular platforms that were cited by fewer than 3 companies.

## TAKEAWAYS

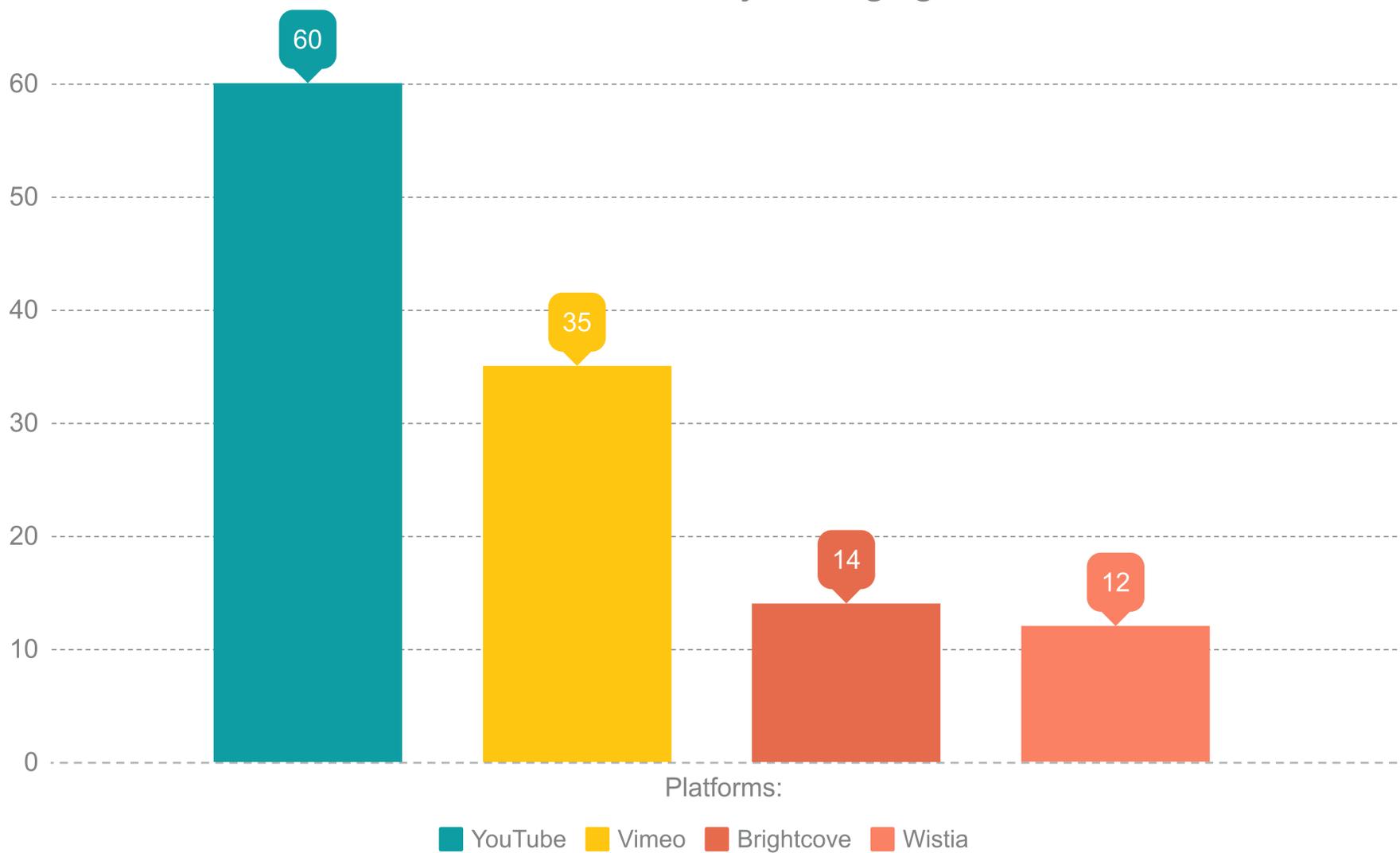
- Adoption of marketing automation is low: on average, 51% of all companies use marketing automation tools, compared to just 17% of the lenders we surveyed.

# VIDEO PLATFORMS

## OVERVIEW

- Citing just 4 solutions, top lenders use fewer video platforms than any other category of tools.
- 121 of 500 of top lenders on our list are leveraging a video solution. YouTube is the undisputed leader, accounting for nearly half of lenders' video platform use.

Video Platforms Used by Mortgage Lenders



## TAKEAWAYS

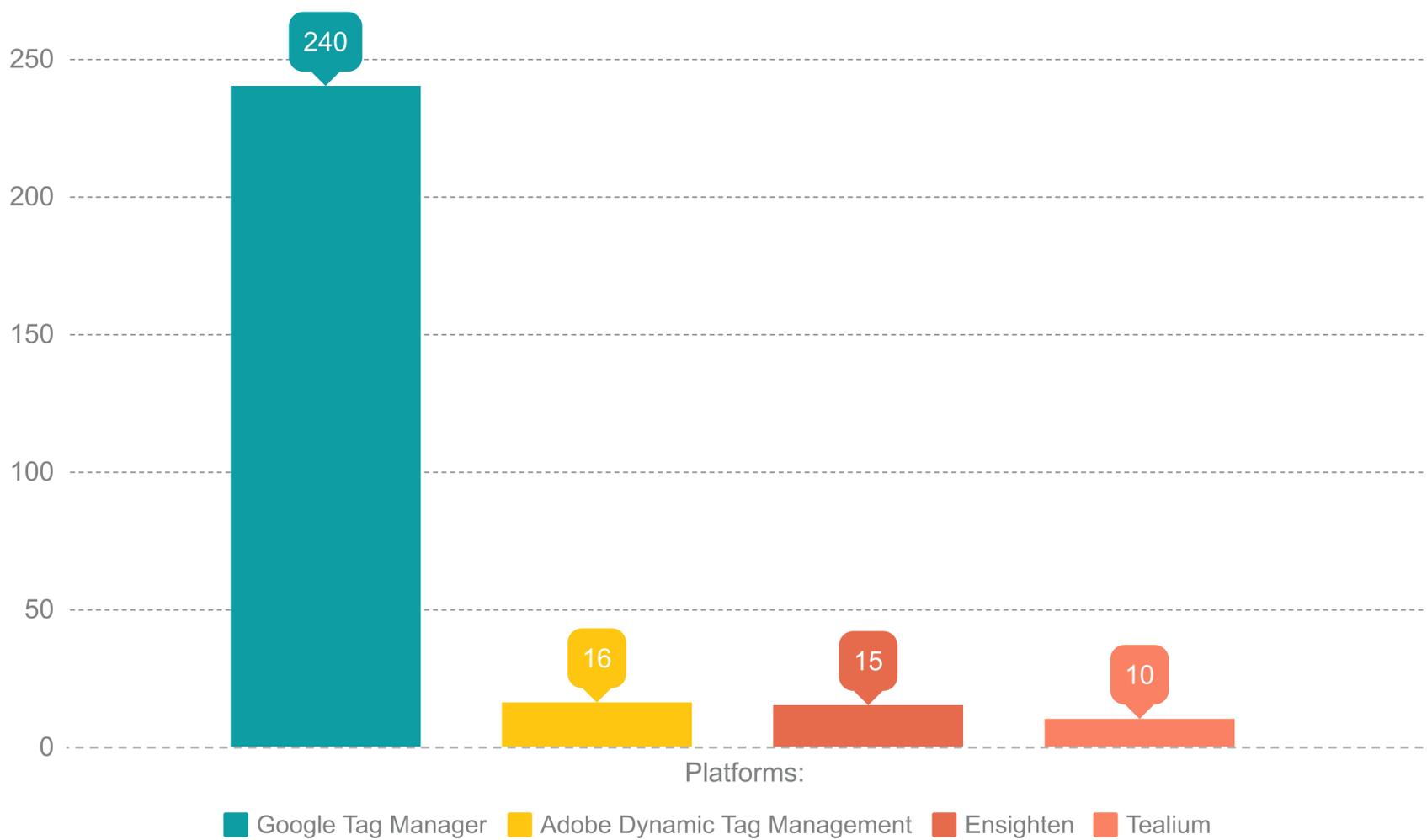
- 24% use at least one of the listed platforms to deliver video experiences on their websites.

# TAG MANAGEMENT SOLUTIONS

## OVERVIEW

- Of the 12 platforms we've identified, top mortgage lenders are leveraging 4 different tag management solutions.
- 56% of top lenders on our list are leveraging a tag management solution to deploy various marketing technologies across their websites from a centralized location. This category of tools can also help capture and send additional data to web analytics platforms - giving additional insights into user behavior across the lender websites.

Tag Management Solutions Used by Mortgage Lenders



## TAKEAWAYS

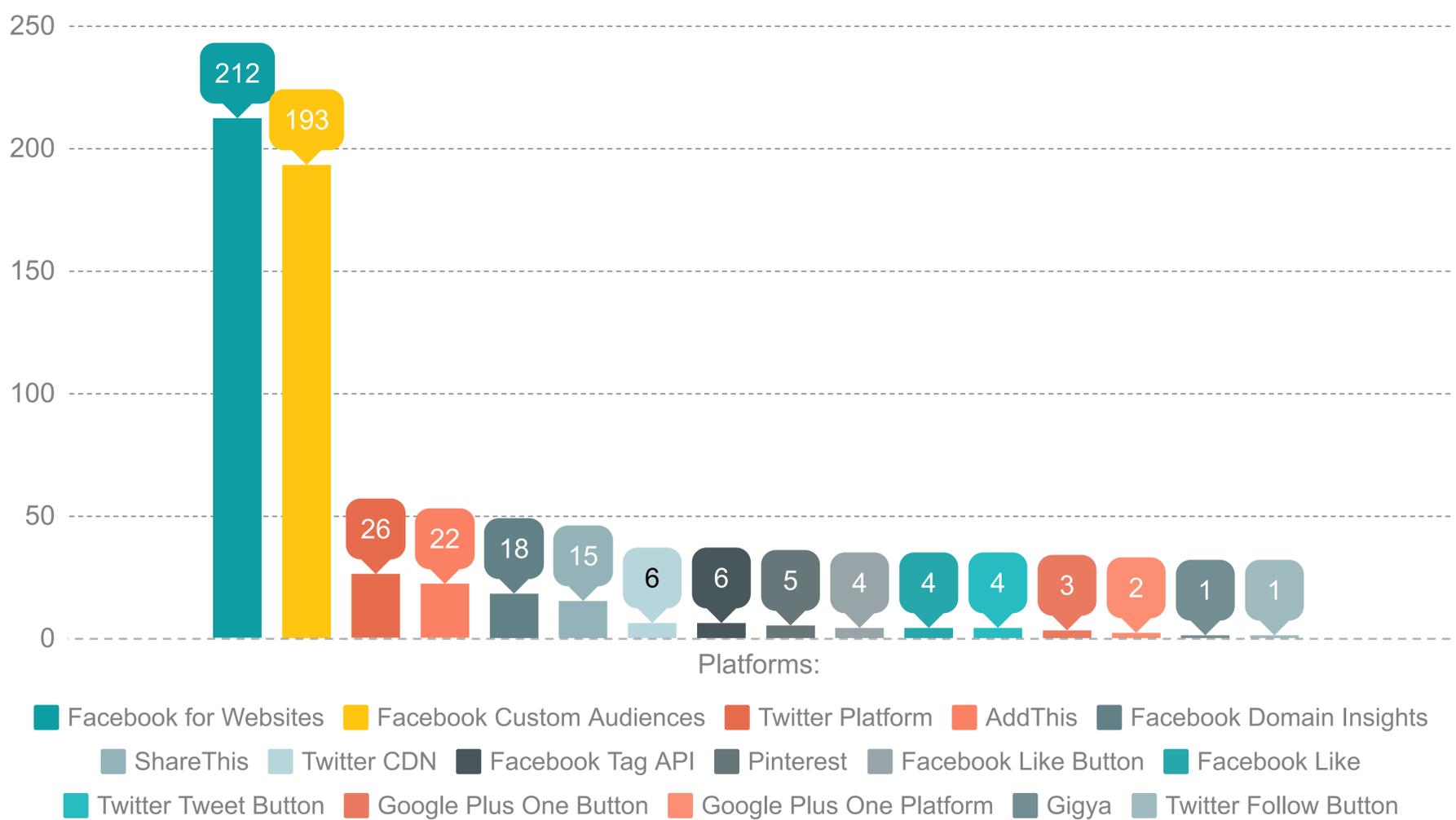
- 48% of top 500 lenders are using Google Tag Manager exclusively.

# SOCIAL MEDIA TOOLS

## OVERVIEW

- Of the 19 solutions in this category, top mortgage lenders are leveraging 17 different social media platforms and tools.

### Social Media Tools Used by Mortgage Lenders



## TAKEAWAYS

- 38% of top 500 lenders are using Facebook Custom Audiences to help them better target and retarget their website visitors across Facebook.
- 42% of lenders are leveraging some kind of Facebook technology as a part of their website, while 30% are using a retargeting pixel to follow their website visitors to Facebook and show them relevant ads.

# OTHER CATEGORIES

## WHAT DID WE OMIT FROM THE REPORT?

Three categories included in our survey were omitted from the final report due to low usage among lenders: Ad Servers, Call Tracking, and Email Campaign Platforms.

Of the 20 call tracking platforms we identified, only 4 were cited by lenders. Just 3% of the 500 top lenders are using call tracking on their website.

Email campaign tools also showed low adoption, with just 2% of top lenders using a standalone tool. Between marketing automation tools, stricter privacy legislation, and the growing adoption of demand side and audience data platforms, a decline in this category was not unexpected.

# LEARN MORE ABOUT NESTREADY

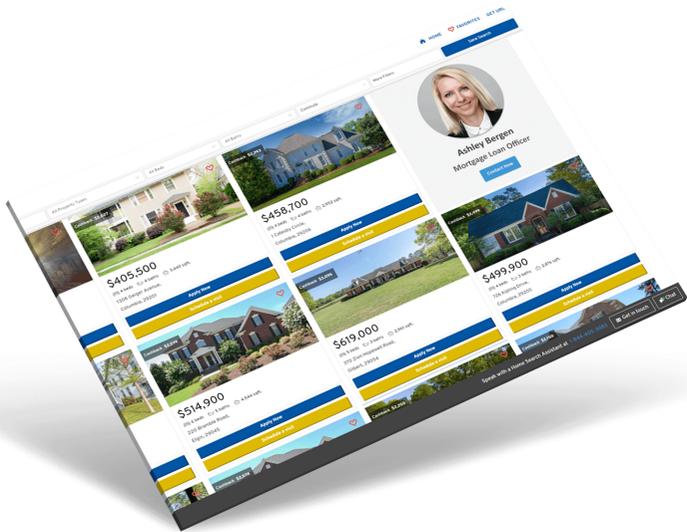
## TRUSTED BY LENDERS ACROSS NORTH AMERICA

NestReady's personalized platform puts lenders and loan officers at the center of the homebuying process, making you the trusted brand for every step in your clients' journey.

65% of loan officers want their own real estate marketplace. Build yours today with NestReady.

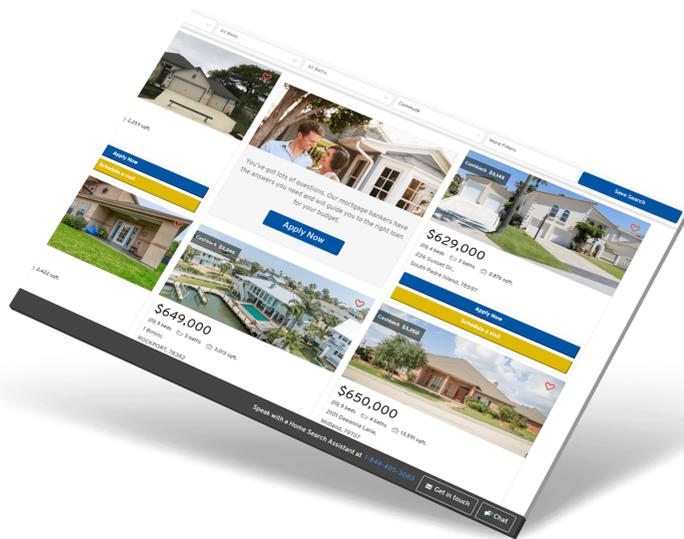
### Provide a Seamless Homebuying Experience

8 out of 10 homebuyers will search for a mortgage lender before looking for a home. Engage these leads early and often with an end-to-end real estate platform that's tailored to your brand.



### GET MORE LEADS

Offer homebuyers the search experience they expect with advanced home discovery tools that build trust and keep your organization top of mind.



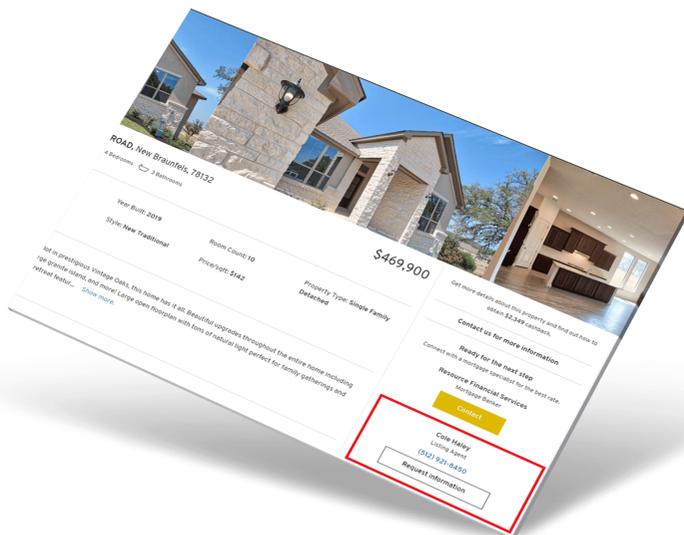
### GENERATE REPEAT BUSINESS

Customer loyalty is the key to growth and profitability. Engage with your existing client list to unlock more leads.



### OFFER CASH BACK INCENTIVES

Entice prospective homebuyers and close more business with the highest cash reward in the mortgage industry.



### DRIVE REALTOR REFERRALS

Connect qualified buyers with your network of trusted real estate professionals and promote their listings for mutual benefit.

# Grow Your Loan Origination Business

Generate Leads | Expand Your Network | Gain Cashback Advantage & More

Discover NestReady

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