

Fuel your prescreen marketing engine

As consumers accelerate their move online for their personal and financial needs, forward-thinking lenders must follow suit to engage and retain their best customers.¹ But with rising prices and interest rate hikes, strengthening customer relationships goes beyond embracing digital transformation.² In addition to providing quick, easy and convenient digital experiences, financial institutions can drive profitable growth by delivering personalized and competitive credit offers.

With a cloud-based prescreen marketing platform, you can boost your loan growth and digital banking engagement while lowering your customers' borrowing costs.

Clear Mountain Bank was looking to grow its business by targeting existing creditworthy customers who held mispriced auto loans with other lenders. After the first two months of implementing **Digital Prescreen with Micronotes**, they were able to:



01

Maximize campaign performance and profitability by identifying more than 40 thousand loans, representing \$466 million in loan growth opportunities.



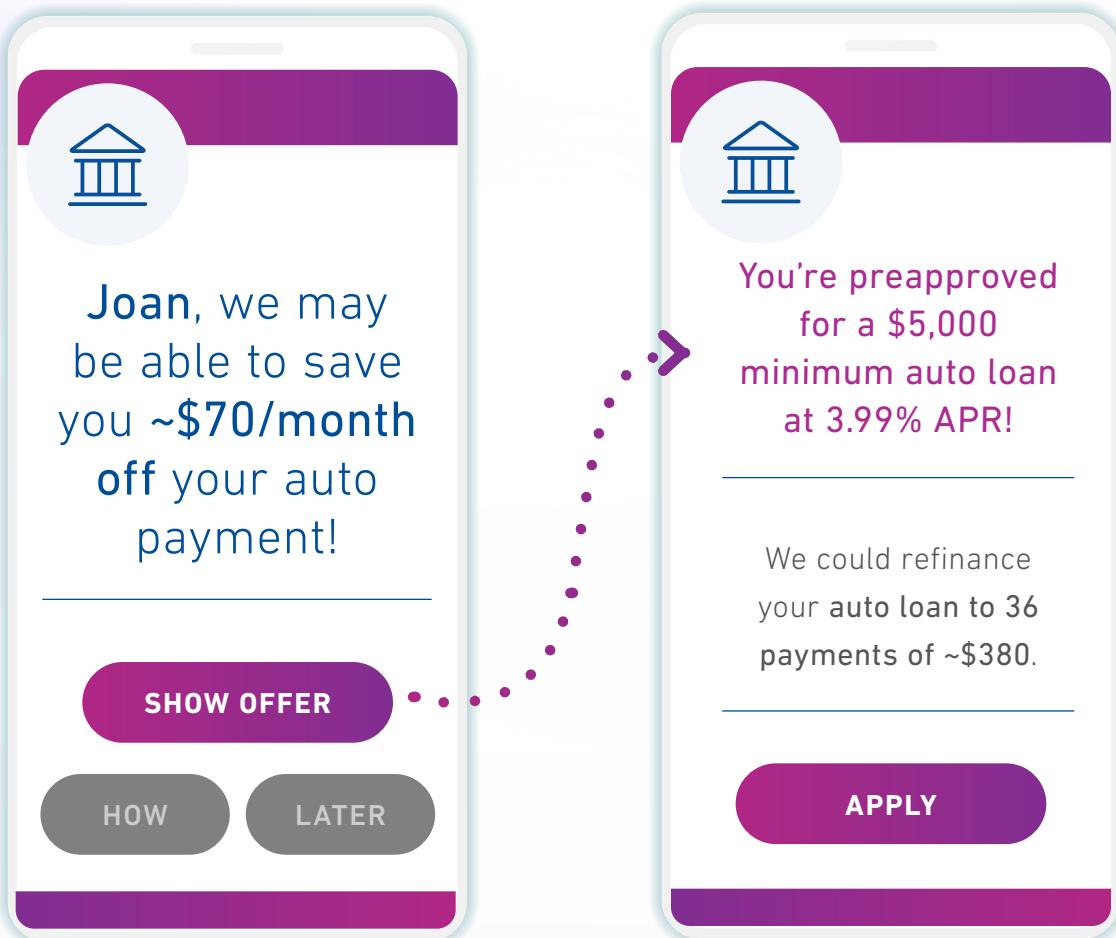
02

Deepen existing customer relationships by presenting personalized pricing options to customers who met their predetermined credit criteria.



03

Accelerate their digital transformation by extending offers conversationally and automatically through their mobile and online banking platforms.



“

What I like about this program is that I feel like my bank has my back.

— Clear Mountain Bank customer

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With an end-to-end digital prescreen solution, you can simultaneously grow your portfolio and customer relationships. Ready to get started?

[**Visit us today.**](#)

SOURCES

1. [The Future of Decisioning Infographic](#), Experian, 2022.
2. [Economic Chartbook](#), Experian, December 2022.