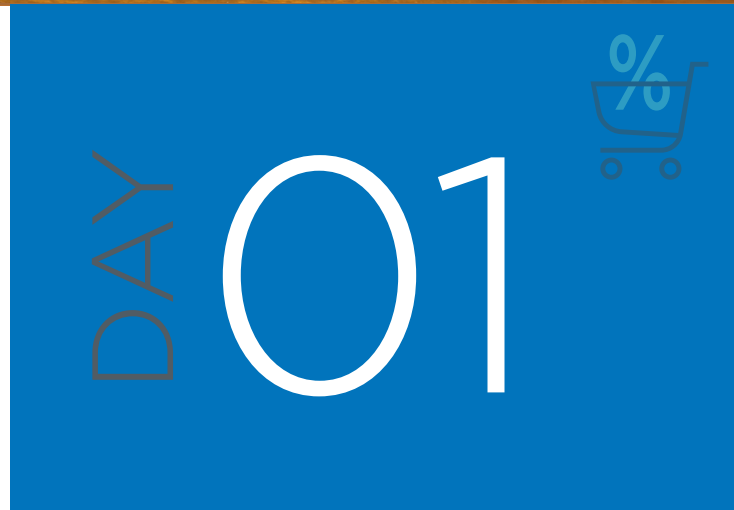
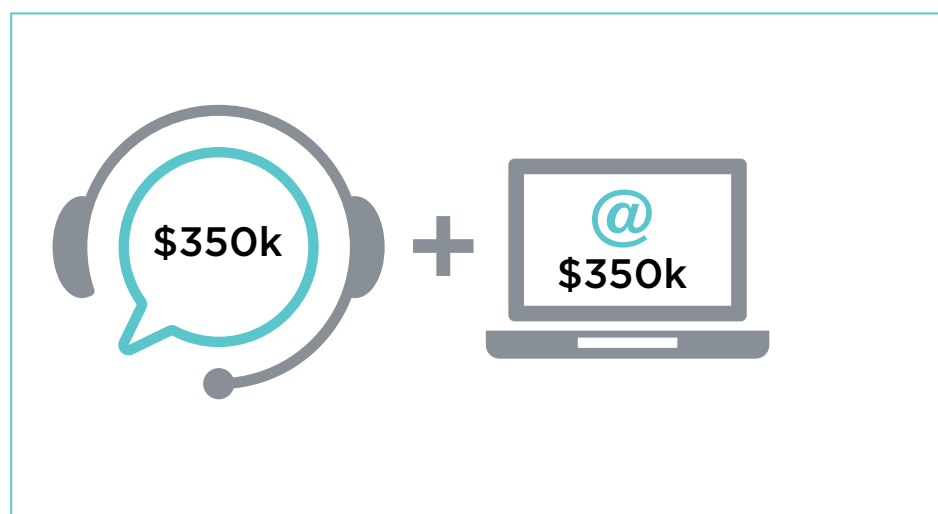


CUSTOMER EXPERIENCE JOURNEY



LIA IS **SHOPPING FOR A MORTGAGE*** AND UNDERGOES A CREDIT CHECK

LIA RECEIVES A PHONE CALL AND AN EMAIL WITH A **PRE-SELECTED OFFER** THE NEXT DAY



THE SAME OFFER **ARRIVES VIA DIRECT MAIL** A FEW DAYS LATER

LIA **ACCEPTS THE LOAN OFFER** AND COMPLETES THE MORTGAGE APPLICATION



LIA'S MORTGAGE IS FUNDED AND SHE FEELS HER FINANCIAL INSTITUTION **UNDERSTANDS AND ANTICIPATES HER NEEDS**

*For Auto Loans, Home Equity Loans, Personal Loans, Credit Cards, Mortgages and more

As your marketing amplification partner, Vericast combines the power of data, media, technology and people to deliver a return on intelligence and take your marketing to new heights. Contact us at contact@vericast.com

VERICAST

[VERICAST.COM](https://vericast.com)