

## Datatrac Loan Generator™

- Stops rate shopping
- Increases your conversion rate
- Drives new traffic and loans

You offer great rates and work hard to promote your institution's many value propositions, but still everyday loan business walks out your door. Typically, that lost business is due to indirect or internet rate shopping over which you have no control. Datatrac Loan Generator™ puts you in control and stops rate shopping by providing borrowers the rate research they seek, but positioned to benefit you.

Datatrac identifies which of your products outperform your competition by comparing you in real time to a database of over 110 million rates, fees and specials for nearly every bank and credit union in America. We select and certify your best performing products and then showcase these products to existing and prospective borrowers. The result is qualified, motivated prospects that are already presold on your value.

The Datatrac Loan Generator™ is a suite of competitive intelligence and marketing tools available to Datatrac Great Rate Award® winners (see back for details) which provide third party unbiased proof that you outperform the competition. We certify your performance and provide you with marketing assets to prove and promote your competitive superiority. Then, we drive new business to you through Datatrac's content marketing program including blogging, link-building, search engine marketing, financial publishing and other traditional marketing sponsored by Datatrac. You can also use Datatrac certification in your own marketing campaigns to prove your competitiveness.



*"It was one of our most successful campaigns. I would not hesitate to recommend Datatrac."*

*Clarence Masshardt  
Vice President  
M&I Bank (now BMO Harris)  
\$50 billion*

### Consumer



Potential borrowers are driven to your web site via Datatrac content marketing or your traditional promotion. They click on the real time Datatrac Great Rate Award® Widget.

### Research



Datatrac's independent research informs prospects how much more they can save with you versus the competition, motivating them to complete a lead form or loan application.

### Leads



You receive a lead sheet. Prospect is emailed a Certificate of Savings, reaffirming your competitiveness and providing contact info and a link to your online loan application.

### New Loans



We deliver the prospect. You close the loan. You have total control over approvals and underwriting.

**New loans for less than 50 basis points each.**

## The Power of the Datatrac Great Rate Award®

Everyone loves to do business with a winner. Your borrowers are no different. Datatrac Great Rate Awards® certify your superior performance and stop prospects from shopping elsewhere by proving that they will save more money with you than with the competition.

Datatrac analyses all of your retail banking products against various benchmarks including competitors, local markets and other relevant indices to find your best performing products. Then, we provide you with the competitive intelligence to back up your claim that you beat the market, and we promote you through Datatrac content marketing.

You do not need to be the best rate to win a Datatrac Great Rate Award®; you just need to beat the market average. Datatrac Great Rate Awards® cannot be purchased. Institutions must earn the Award based on their performance as analyzed by Datatrac.



Contact us today for a *free Award Analysis*, including:

- [Competitive Analysis Report](#) - A product-by-product breakdown of your best and worst performing offers compared to the competition.
- [Datatrac Review](#) - A written analysis done by our analytics team comparing you to your market.
- [Award Widget w/ Certificate of Savings](#) - A showcase for your best performing products with a real-time comparison of the percentage and dollars your offers save or earn over the competition.

Sales Offices:

	<b>Madison, WI</b>	<b>Atlanta, GA</b>
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### About Datatrac

Datatrac is an independent, unbiased research firm that has monitored deposit and loan rates, fees, and product features for over 25 years. Datatrac built America's largest database of interest rates consisting of over 110 million rates for over 120,000 banking locations in more than 17,500 markets. Datatrac has served thousands of banks and credit unions with a 90.5% retention rate for over a decade. Datatrac's research has been relied upon by the Government Accountability Office (GAO), Federal Reserve, the Federal Bureau of Investigation (FBI) and many others. [www.DatatracCorp.com](http://www.DatatracCorp.com)

Datatrac has been quoted by:



*"Datatrac's program gave us the lift we needed. It brought in many loans that would have gone elsewhere."*

Shirley Thompson  
Chief Financial Officer  
General Mills Federal Credit Union  
\$311 million

