

THE **POWER** OF AUTOMATED **PERSONALIZATION**

“DISTRIBION IS THE ONLY
PLATFORM THAT HAS BEEN ABLE TO MANAGE THE
REQUIRED APPROVAL AND ARCHIVING PROCESSES THAT
WE HAVE.”
Marketing/Business Development Manager,
Top Home Financing Brand

Over the past 35 years, our client in the home loan industry has dedicated their business to making customers’ dreams of home ownership a reality. By mixing a positive financing experience with hard working employees and company integrity, the mortgage financing leader has seen incredible growth. But with progress comes change and new obstacles with scalability.

It’s no wonder that, as the company doubled in size, a permanent solution was needed to manage ongoing regulations, scale personalization efforts, and easily automate updates to their marketing materials to stay compliant with ever-changing regulations.

CONTENT PERSONALIZATION

Automated content personalization saves hundreds of design hours and allows loan officers to easily access and distribute corporate approved collateral customized to both the loan officer and the contact’s personal information.

By using an automated system for content management and approval workflows, scalability is no longer an issue; adding one or a thousand new loan officers takes the same time and effort.

SCALABILITY

REGULATORY COMPLIANCE

Ever-changing legal compliance requirements are managed by system-wide updates, resulting in a decrease in compliance errors and an improvement in the quality of the content and product.

MARKETING AUTOMATION DRIVES A 14.5% INCREASE IN SALES PRODUCTIVITY AND A 12.2% REDUCTION IN MARKETING OVERHEAD. - NUCLEUS RESEARCH

Thanks to Distribion, what was once a complicated manual ordeal is now an automated, manageable process that is both scalable and programmed to evolve as the brand continues to grow.

