

Survey Says!

DISCOVERING INDUSTRY INSIGHTS FROM
COMPETITION

2020: The State of Our Industry

- Information is valuable: what is on the minds of our partners and colleagues?
- We wanted to kick off the year with an eye-opening survey about our industry
- We sent a questionnaire to a close circle of insiders
- We wondered...what could be the best way to present our findings?



LendConnect 2020



FACE OFF!



Survey Question #1

What are the biggest compliance dangers that lenders have to worry about?

#1: What are the biggest compliance dangers that lenders have to worry about?

1

2

3

4

5

6

7

What are the biggest compliance dangers that lenders have to worry about?

- CCPA – “California Consumer Privacy Act”

Companies that aren't compliant could face hefty fines

- Affiliate-advertised APR

The APR that affiliates advertise may not match the terms of the lender

FACE OFF!



Survey Question #2

What do lending advertisers look for when partnering with an affiliate network?

#2: What do lending advertisers look for when partnering with an affiliate network?

1

2

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4

5

6

What do lending partners look for when partnering with an affiliate network?

- Transparency

Lenders want to know as much as possible about how the network operates

- Quality Leads

Having high-quality leads with a high conversion rate is key for an affiliate network

FACE OFF!



Survey Question #3

What are typically the highest performing strategies for driving traffic?

#3: What are typically the highest performing strategies for driving traffic?

1

2

3

4

5

6

What are typically the highest-performing strategies for driving traffic?

- SEO

Search Engine Optimization remains the dependable way to drive traffic to landing pages

- Blacklist Options on Campaigns

Know when it is useful to tap into Blacklist affiliates to drive traffic

SPEED ROUND!



Speed Round Rules

- **Player One** is isolated from the game while **Player Two** plays
- **Player Two** will be asked four questions, giving only one response per question. After 30 seconds, the hosts will tally their point total
- **Player One** will re-join the game and be asked the same four questions. If they give the same response to a question as **Players Two**, they will not get any points.
- The goal is to get more than 50 points

Speed Round Questions

- What is your “go-to” excuse to get out of talking with somebody at a conference?
- Name one item that you cannot leave at home when you travel for business
- Name one thing you do to avoid talking to people on an airplane
- What is the first thing you do when you get into your hotel room for a conference?
- What is the first thing that comes to your mind when you think of Florida?

SPEED ROUND!

Final Point Totals...



SPEED ROUND!

What is your “go-to” excuse to get out of a conversation with somebody at a conference?

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What is the first thing you do when you get into your hotel room for a conference?

What is the first thing that comes to your mind when you think of Florida?

ANSWER	POINTS
“I have a meeting”	16
“I have to make a call / take a call”	7
Say “I need to look into it more”	5
“I need to use the restroom”	4
“We don’t work in the same space”	3
Offer to take a business card	2

ANSWER	POINTS
Business cards	10
Charger (phone, laptop)	7
Laptop	6
Form of ID	5
Phone	5
American Express	3

ANSWER	POINTS
Put headphones in	20
Sleep	9
Watch a movie	5
Do work	3
Be using phone	2
Read a book	2
Ignore them	2
Not make eye contact	2

ANSWER	POINTS
Hang up clothes	9
Unpack	5
Unwind / lay down	4
Check email and schedule	4
Turn on the lights	3
Plug in laptop	3
Take shoes off	2
Pour a drink / check the minibar	2

ANSWER	POINTS
South Beach / Miami	9
Sunshine / warm weather	7
The beach / the ocean	5
Humidity	5
Palm trees	4
Hawaiian shirts & swimsuits	3
Ocean view hotel room	2
Retirement communities	2
Dwayne Wade	2

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Thanks for playing!



Survey Says! Key Takeaways

- ❖ What are the biggest compliance dangers that lenders have to worry about?

CCPA and Affiliate-advertised APR

- ❖ What do lending advertisers look for when partnering with an affiliate network?

Transparency & Quality Leads

- ❖ What are typically the highest performing strategies for driving traffic?

SEO & Blacklist Options on Campaigns

Q&A with “Your Hosts”...



JOHN CODY



MICHAEL CORDOVA

LendConnect 2020



“Host Packet”

1. What are the biggest compliance dangers that lenders have to worry about?

ANSWER
KEY

PANEL	ANSWER	POINTS
1	CCPA	6
2	Affiliate APR	5
3	“Data management / data breach fears”	5
4	Product Design	3
5	Inaccurate landing page information	3
6	TCPA	3
7	Federal Oversight	3

2. What do lending advertisers look for when partnering with an affiliate network?

**ANSWER
KEY**

Panel	ANSWER	POINTS
1	Transparency	9
2	Quality	8
3	Compliance history	6
4	Consistency	4
5	Fundable leads	3
6	Stability	3

3. What are typically the highest performing strategies for driving traffic?

ANSWER
KEY

Panel	ANSWER	POINTS
1	SEO	14
2	Email	6
3	PPC	5
4	Social media	3
5	“Blacklist options on campaigns”	3
6	“Aggregator”	3

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