Retargeting & Dynamic Advertising Strategy and Recommendation

GREENLIGHT LOANS

Nationstar MORTGAGE

Difference-making online advertising campaigns require innovative strategy, leading technology, careful planning and insightful analysis. ExactDrive's Advertising Platform and strategic consultant team team provides all four, making it easier for you to generate the results you want most. Let's work

Digital Retargeting Strategy

Greenlight Loans & Nationstar Mortgage

ExactDrive simplifies Internet marketing with strategic expertise and innovative insight you can't find anywhere else. Leveraging our Demand Side Platform and Real-Time Bidding (RTB) capabilities, we have assembled a comprehensive display retargeting and dynamic advertising strategy designed to increase quality in-bound leads for Greenlight Loans and Nationstar Mortgage.

Using innovative new technologies, we have developed a multi-tiered strategy that leverages advanced retargeting components that will allow us to retarget but more importantly convert lost 'prospects' by serving customized and personalized messages throughout multiple touch points and phases of the customer acquisition lifecycle.

Our Display Advertising strategy will leverage several retargeting strategies including: DriveBack Retargeting, Email Retargeting, Facebook Exchange Retargeting accompanied with a Dynamic Advertising Banner strategy. With that said, we also feel that it is also important that we incorporate website optimization and consolidation of online entities that is in-line with the holistic Internet Marketing strategy.

We recommend simplifying and optimizing the lead generation process by leveraging one entity such as http://www.greenlightloans.com/ as our in-bound lead portal. Using one website entity to capture in-bound leads will allow us to leverage A/B and Multivariate Testing to optimize and improve the lead generation process. Optimizing the conversion process and using our sophisticated retargeting strategies will have a substantial impact on the growth of new leads for Greenlight Loans.

Media Plan

Campaign Objectives:

- Generating and converting potential leads for Greenlight Loans & Northstar Mortgage
- Converting lost leads through retargeting efforts designed to encourage these users to call their call-center and/or complete their contact form submissions online
- Consolidate and optimize the customer acquisition funnel by creating one unified presence online that captures new in-bound leads and create another that provides existing clients

Campaign Strategies:

- Retargeting
- Email Retargeting
- Dynamic Advertising
- Facebook News Feed Ads

- Facebook Retargeting
- Mobile Advertising
- Conversion Optimization
- Video/PreRoll Advertising

Campaign Details:

The Site Domain Performance Report provides detailed analytical data as it relates to the performance of domains per Ad that run on a specific Advertiser/Campaign.

- **Flight Dates**: TBD Ability to pull specific domain performance as it relates to an Advertiser, Campaign, Targeted Category/Sub-Category & Site Domain
- **Budget**: TBD Impressions, Clicks, Conversions, CTR %, Conversion Rate, CPM, CPC & CPA
- **Geography**: United States | Nationwide
- **Cost per Acquisition (CPA)**: TBD

Media Plan (Con't):

Website/Domain Consolidation:

In order to maximize our online marketing strategy, we feel that it is imperative to recommend that we consolidate your online presence by using one entity for customer acquisition and another for customer service and basic product/service information.

Customer Acquisition (www.greenlightloans.com):

We recommend on focusing our advertising and lead generation efforts to www.greenlightloans.com. This site includes lead generation forms above the fold, includes overview information and incorporates a product overview video for consumers to learn more about Greenlight Loans.

Customer Support & Product/Service:

We recommend consolidating www.nationstarhomeloans.com and www.nationstarmtg.com to keep it highly focused on customer service but still include some basic product/service information. Although this sites focus is providing existing customers with support info, we still feel it is important to incorporate a strong call-to-action that would drive potential new customers to www.greenlightloans.com.
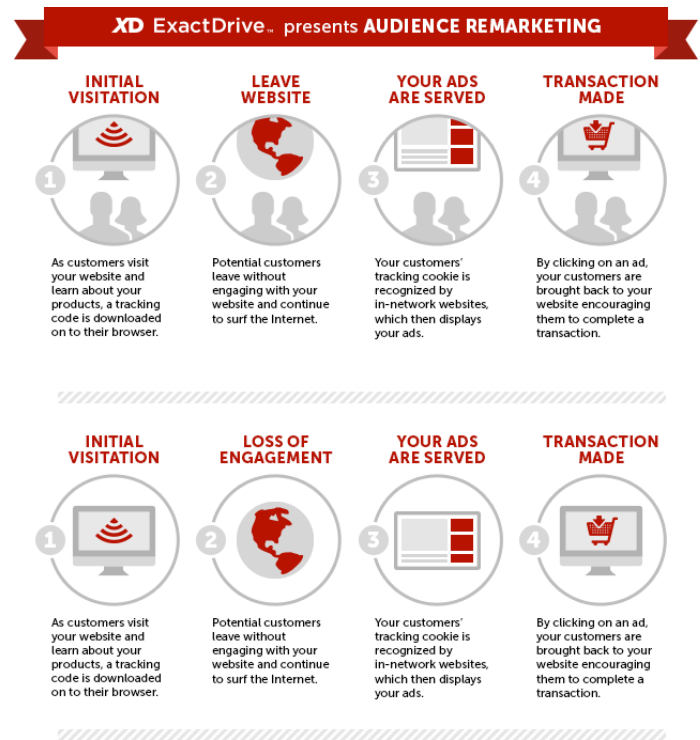
Retargeting Strategies:

Recommendation Overview:

Online Retargeting is one of the most cost effective and can be one of the best strategies to use to convert site abandoners or lost prospects. In order to drive prospects to convert, we need to reach them at multiple touch-points throughout the decision making process so we recommend using Site Retargeting, Email Retargeting and Facebook Retargeting strategies to do so. These strategies accompanied with a dynamic ad strategy will allow us to serve customized and personalized messaging to lost prospects encouraging them to convert.
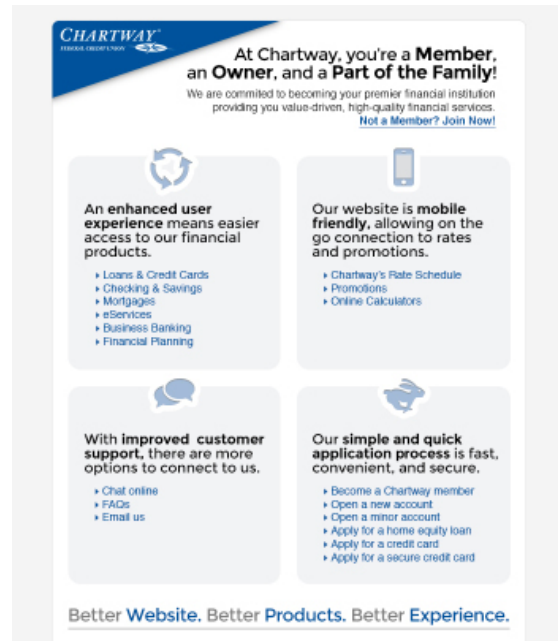
Site Retargeting

- Ads will be served to past visitors of www. greenlightloans.com with personalized messaging to encourage prospects to convert by complete the lead submission process.
- With multiple entities and touch-points, we can tailor unique messaging for users at different stages of the customer acquisition process.
- Personalizing and optimizing messaging will lead to more quality leads.

XD ExactDrive™ presents **AUDIENCE REMARKETING**

INITIAL VISITATION — As customers visit your website and learn about your products, a tracking code is downloaded on to their browser.

LEAVE WEBSITE — Potential customers leave without engaging with your website and continue to surf the Internet.

YOUR ADS ARE SERVED — Your customers' tracking cookie is recognized by in-network websites, which then displays your ads.

TRANSACTION MADE — By clicking on an ad, your customers are brought back to your website encouraging them to complete a transaction.

INITIAL VISITATION — As customers visit your website and learn about your products, a tracking code is downloaded on to their browser.

LOSS OF ENGAGEMENT — Potential customers leave without engaging with your website and continue to surf the Internet.

YOUR ADS ARE SERVED — Your customers' tracking cookie is recognized by in-network websites, which then displays your ads.

TRANSACTION MADE — By clicking on an ad, your customers are brought back to your website encouraging them to complete a transaction.

Retargeting Strategies (Con't):

Email Retargeting:

- Ads will be served to users who engage or open any email communication from Greenlight Loans or Northstar Mortgage.

- Depending on the Email's intent & content, these ads will have tailored and personalized messaging encouraging users to complete the conversion process.

- We will be able to generate unique audience segments from those who engaged with an Email vs. those who did not, allowing us to allowing us to segment these users.

Facebook Exchange Retargeting:

- ExactDrive's Retargeting component extends into the Facebook Exchange; Ads will be served to past visitors or lost prospects on the Facebook Newsfeed and Right-Hand side of Facebook encouraging them to complete the lead submission process.

- The Facebook retargeting efforts will leverage our RTB capabilities, allowing us leverage the world's largest social media platform and prestigious Facebook.com domain at the lowest possible cost.

- We can serve ads with messaging encouraging users to convert, like a Facebook page and/or share information about Greenlight Loans and Nationstar Mortgage.

Retargeting Strategies (Con't):

Mobile & Tablet Retargeting:

- Ads will be served to users who engage or open any email communication from Greenlight Loans or Northstar Mortgage.

- Depending on the Email's intent & content, these ads will have tailored and personalized messaging encouraging users to complete the conversion process.

- We will be able to generate unique audience segments from those who engaged with an Email vs. those who did not, allowing us to allowing us to segment these users.

Reach your customers with Dynamic Display Ads

Data Source
(XML, JSON, RSS, HTML, CSV, or Excel)
Incorporate Personalized Content
or Geo-Location Specific Content

Real-Time Automation
Personalized display ads are
created dynamically for
each customer

Persoanlized Ads
Every customer sees the
right ad at the right time

Make Every Impression Count: Every customer is unique; so don't waste impressions with "one size fits all" ads. Our dynamic display ad technology shows ads that are personalized in real time to match each customer's stage in the customer acquisition lifecycle.

Retarget lost visitors with custom-tailored ads: Convert lost website visitors into customers. Dynamic retargeting brings visitors back by serving relative or information that match what they were looking for.

Keep your ads fresh: Once your dynamic display ads are launched, they'll automatically stay up-to-date based on which step each user is during the customer acquisition lifecycle.

Website Optimization

Website & Landing Page Optimization:

Online advertising campaigns are most successful when they incorporate specific landing pages that are designed to complement off-line and external site advertising and creative. These dedicated landing pages should be tested and optimized to engage and convert potential prospects as quickly as possible. Below are some best practices for landing page optimization:

Landing Page Best Practices:

- Ads will be served to users who engage or open any email communication from Greenlight Loans or Northstar Mortgage.

- Depending on the Email's intent & content, these ads will have tailored and personalized messaging encouraging users to complete the conversion process.

- We will be able to generate unique audience segments from those who engaged with an Email vs. those who did not, allowing us to allowing us to segment these users.
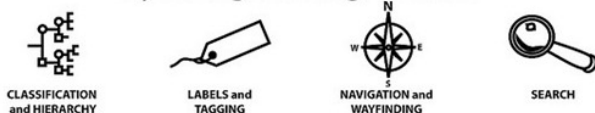
XD Reporting Platform

ExactDrive's Robust Reporting Platform

A major advantage of online advertising is the ability to reach a wide audience for a fraction of what it would cost in traditional advertising. Another beneficial element of online advertising is the ability to quickly and accurately measure the performance of online marketing programs. There are several ways to trace, measure and test results, which allows for an easier process to optimize online advertising campaigns and estimate return on investment (ROI).

Analytic Reporting Feature Overview:

The Advertiser Analytics Report provides detailed analytical data for **Advertiser** (Client), **Campaign** (Targeting), & **Creative** (Creative Banner) performance based on a specific time period.

- **Individual Performance Report:** Shows individual campaign results as it relates to an advertiser, campaign, or creative
- **Grouped Performance Report:** Also provides the grouping of these components (advertiser, campaign, creative) together, which shows how each perform together
- **Available Date/Time Ranges:** Current Hour, Last Hour, Today, Yesterday, 48 Hours, 2 Days, 7 Days, Month To Date, Quarter to Date, Last Month, Lifetime & Custom
- **Metrics:** Impressions, Clicks, Conversions, CTR %, Conversion Rate, CPM, CPC, CPA & Spend

Site Domain Performance Report

The Site Domain Performance Report provides detailed analytical data as it relates to the performance of domains per Ad that run on a specific Advertiser/ Campaign.

- **Domain Filter Capabilities:** Ability to pull specific domain performance as it relates to an Advertiser, Campaign, Targeted Category/Sub-Category & Site Domain
- **Metrics:** Impressions, Clicks, Conversions, CTR %, Conversion Rate, CPM, CPC & CPA
- **Available Date/Time Ranges:** Month to Date, Month to Yesterday, Yesterday, 7 Days and Custom (*Site Domain Performance Data is only stored on a Rolling 30-Day basis. Historical data older than 30 days is not available.)
- **Restricted or Unavailable Domains:** Certain publishers, exchanges, and websites do not provide or allow domain data to be passed onto our Ad Platform. So, when pulling this report, there is a possibility that Impression Total data may be classified as "Unavailable."

Performance Report Example

The example below shows a lifetime Date Range, Advertiser Filter (Filter Results by) and has 'All' Advertisers selected in the Advertiser Inclusion field.

Reporting Criteria Selections: