

# Creating the Most Complete Technology Ecosystem for Modern Financial Institutions

Adwerx joins the Total Expert Marketplace to provide financial institutions with targeted, brand-compliant digital advertising capabilities.



## Why financial institutions choose Adwerx

Adwerx is uniquely positioned to scale in the financial services industry with a highly adoptable, brand-compliant advertising platform that builds brand awareness while helping in-house marketing and support teams manage accounts and ensure compliance.

**With 400 enterprise customers, Adwerx automates 20% of all real estate listings in the country and works with 28% of the Scotsman top 25.**

## Customer Intelligence + Adwerx

Increase the impact of your Total Expert Customer Intelligence insights by staying in front of your customers as they browse social media and premium websites. The Total Expert-Adwerx integration enables digital targeting for consumers in each insight segment to drive brand awareness and nurture.

**“The Adwerx and Total Expert integration is really going to boost our digital advertising efficiency. Prior to this functionality, loan officers relied on manually transferring information out of Total Expert and into their Adwerx campaigns. This new integration has been a huge time saver, allowing our loan officers to focus on serving their clients.”**

**- Jelaire Grillo, Brand Ambassador at Prosperity Home Mortgage**

On average, lenders lose 77% of their past customers to competitors. This is often the result of insufficient or inconsistent customer engagement, and if financial institutions treat customers like one-time transactions, it shouldn't be a surprise when customers look elsewhere for their next financial need.

On top of that, boosting productivity remains a compliance challenge as they look to identify and engage borrowers within their database. Loan officers need a way to quickly and easily identify a target audience and stay in front of them.

## Make your ads work smarter

Adwerx allows lenders and loan officers to easily access a single view of each customer and act based on their unique data. The Total Expert-Adwerx integration seamlessly shares this data between each platform so lenders and loan officers can identify and set preferred audiences in Total Expert, then import contacts into Adwerx where they can run targeted, brand-compliant digital advertising campaigns that drive growth and support your business goals.

## Targeted ad delivery simply delivers

Loan officers can now extend their reach, resulting in a 15% lift in production for experienced loan officers and 24% lift in production for new loan officers when running database advertising.

[Schedule a demo](#)