



Bankrate® Premier Advertiser Landing Page Package

leadPops offers high-conversion lead generation solutions for **Bankrate® Rate Table** advertisers, featuring customized, mobile-ready landing pages with options such as Data Pass, CRM integration, Google Analytics, optimized thank you/exit pages and **much more!**

Use the mortgage industry's top converting landing pages

Work with experts to increase your profits with Bankrate®

Drastically improve the results of your rate table marketing efforts

Your Package Includes:



- One semi-custom leadPops **desktop landing page** solution with optional Data Pass
- One semi-custom leadPops **mobile landing page** solution with optional Data Pass; mobile device auto-detect enabled
- **Page designs** include: custom logo, colors/branding with industry proven call-to-action messaging, high quality stock image selection, affiliate logos, trust factor logos, customer reviews, phone number(s), and any necessary compliance information (TCPA, licensing info, etc.)
- **Velocify, LoanTek** (or other CRM) integration
- **Google Analytics** & Google Goals tracking link
- Optimized **thank you/exit pages** – optional value-added content and/or rev-share ads
- **Unique domain** provided for you, or use your own
- Ongoing **marketing consulting** and page optimization
- Unlimited **exclusive leads** w/ no contract
- **72 hour** turnaround time for system delivery

To get started or speak with a leadPops Marketing Specialist, go to:

leadPops.com/Bankrate

or call:

855.532.3767 ext.1

