

Results at Web speed.

Advertising Promotions Direct Response

40% of loan production online

Challenge:

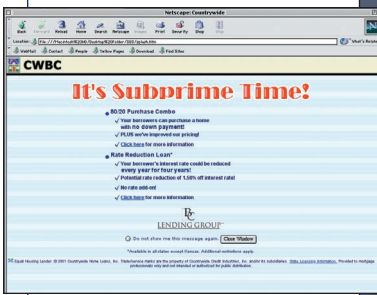
Convince loan brokers using traditional paper transaction processes to try Countrywide's new online processing site, cwbc.com.

Solution:

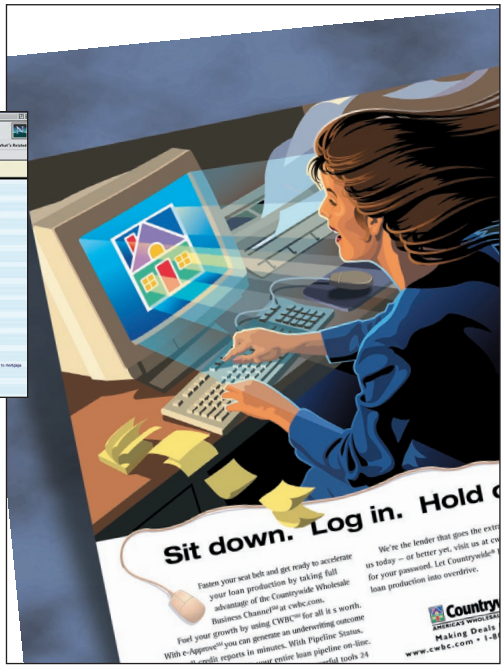
Focus on brokers' needs for greater flexibility and faster turnaround. Ads featured brokers setting their own working schedules, rather than conforming to a lender's traditional business hours.

Results:

Countrywide achieved a 20% online loan transaction goal just six months after introducing the service – nearly double the annual projected goal. By the end of the first year, online transactions accounted for over 40% of wholesale loan production volume.



Interactive



Print Ad