

Lead Conversion Score

Unlock instant insights into leads to verify identity, detect fraud, segment risk, determine those most likely to convert, and reduce operational expenses.

In a competitive online environment, where consumers make buying decisions instantly, it is important to understand who is willing and able to become paying customers. ValidiFI's Lead Conversion Score – Contactability, is a score modeled for the financial services, banking, lending, and insurance industries to verify identity, assess risk, as well as the propensity for the consumer to complete the buying process.

Lead Conversion Score - Contactability also features additional add-ons that provide greater insight into the best time and day to contact the prospect or customer based on the recency and frequency of phone usage. We also offer a phone append service, providing a more contactable phone number when available, if the phone number provided is deemed to be less contactable.

Conversion Score

A score modeled to verify identity, assess risk, and the propensity to complete the application process.

Contactability Insights

Attributes to determine the best day and time to contact the customer.

Email Append

An add-on service providing an email address that is deemed more contactable based on recency and frequency of use.

Phone Append

An add-on service providing a phone number that is deemed more contactable due to recency and frequency of use.

Key Benefits and Use Cases

- ▶ **Prevent Fraud** – Leverage contact information to detect potentially fraudulent prospects.
- ▶ **Segment Risk** – Of your leads most likely to convert, separate the bad actors from the good.
- ▶ **Frictionless** – Seamless, integrated verification that requires no interaction from the prospect.
- ▶ **Reduce Operational Expenses** – Prioritize leads to save time and money on contacting those that are likely to convert.
- ▶ **Easy Integration** – Easy to integrate RESTful API providing you the ability to seamlessly implement into your workflow.