

acoustic



Sections

Politics Opinions Investigations Election 2020

Sign In

Get 1 year for \$29



The Washington Post

July 1, 2020

Democracy Dies in Darkness

Edition: U.S. & World | Regional

In the News Coronavirus U.S. cases George Floyd Seattle Vanessa Guillen Pay cuts Stonewall Jackson Bradley Beal Natasha Cloud Carl Reiner Chase Rice

Your new home awaits.

Rates as low as **2.25%**

LUNA FINANCIAL

CORONAVIRUS

Jill and her husband have been looking for their first home. But to be honest, they aren't sure where to begin. She's heard good things about Luna Financial from her friends and as she is browsing the Washington Post sees an ad. The interest rates are great!



An examination room in the morgue at the Franklin County Forensic Science Lab in Columbus, Ohio. (Ty Wright/The Post)

with lines extending for miles, supplies running out and medical workers left exhausted.

By Rachel Weiner • 1 hour ago

LIVE UPDATES

Opinions

The Justice Department is 150. It needs a rededication to its founding spirit.



Editorial Board

Trump is tone deaf on racial issues. He's picking a fight on them that he can't win.



By Henry Olsen

How Donald Trump will finally kill the Southern Strategy





Search



Jill

Home

Create



4



53



Jill Jenkins



News Feed



Messenger



Watch



Marketplace

Shortcuts



Help Find Kristen ...

Explore



Lift Black Voices



COVID-19 Informat...



Pages



Events



Groups

See More...

Like · Reply · 16m · Edited



Write a comment...



Luna Financial

Sponsored · 🌐

"Getting my mortgage was so easy. No waiting, no hidden fees." -Sheena
★★★★★



LUNAFINANCIAL.COM

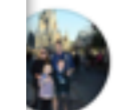
Find a rate that fits your budget

Learn more

Use our mortgage calculator and rate tracker to keep...

952

82 Comments 35 Shares



Erin Brown Farney is with Helen Pike and 2 others.

23 hrs · 🧑

ever a dull moment ❤️



Addison Guentensberger and 1 other

Sponsored

Create Ad



6:59

Anna Fleming Harris likes LunaFinancial



Luna Financial

Sponsored · 🌐

"Getting my mortgage was so easy. No waiting, no hidden fees." - Sheena
★★★★★

Your new home awaits.

Rates as low as
2.25%



LUNA FINANCIAL

LUNAFINANCIAL.COM

Use our mortgage calculator to find a rate and a monthly payment that fits your budget 🏠

952

82 Comments 35 Shares



9+



Later that day, she's on her Facebook feed and she sees another ad for Luna Financial. This time she browses through the comments - it has a lot of positive feedback. She clicks to learn more.

Find a rate and a monthly payment that fits your budget.

Monitoring rates?
We've got you covered.

Have the latest rates sent right to your inbox or phone.

Full name

Phone number

Email

Get updates

Mortgage calculator

\$190,000



Down payment

\$36,000

20%

Length of loan

Interest rate

Your estimated monthly payment

\$869.00

Payment schedule



On the Luna site, she can gauge what her monthly payment might be and sign up to get regular updates on interest rates.



Mortgages

Looking for a house? Find news and advice on getting the best home loan.

THERE IS NO PLACE LIKE HOME


She signs up and then looks around the rest of the site. There is a lot of great information and resources that feel very relevant to what she's looking for.



Mortgage rates



Mortgage calculator



Refinancing



Covid 19 resources



15 year mortgage rates

The basics.



Mortgage

15-year vs. 30-year Mortgage: What's the Difference?

2 MIN READ

Mortgage

5 risky mortgage types to avoid

New message

Delete Archive Junk Sweep Move to Categorize Snooze Undo

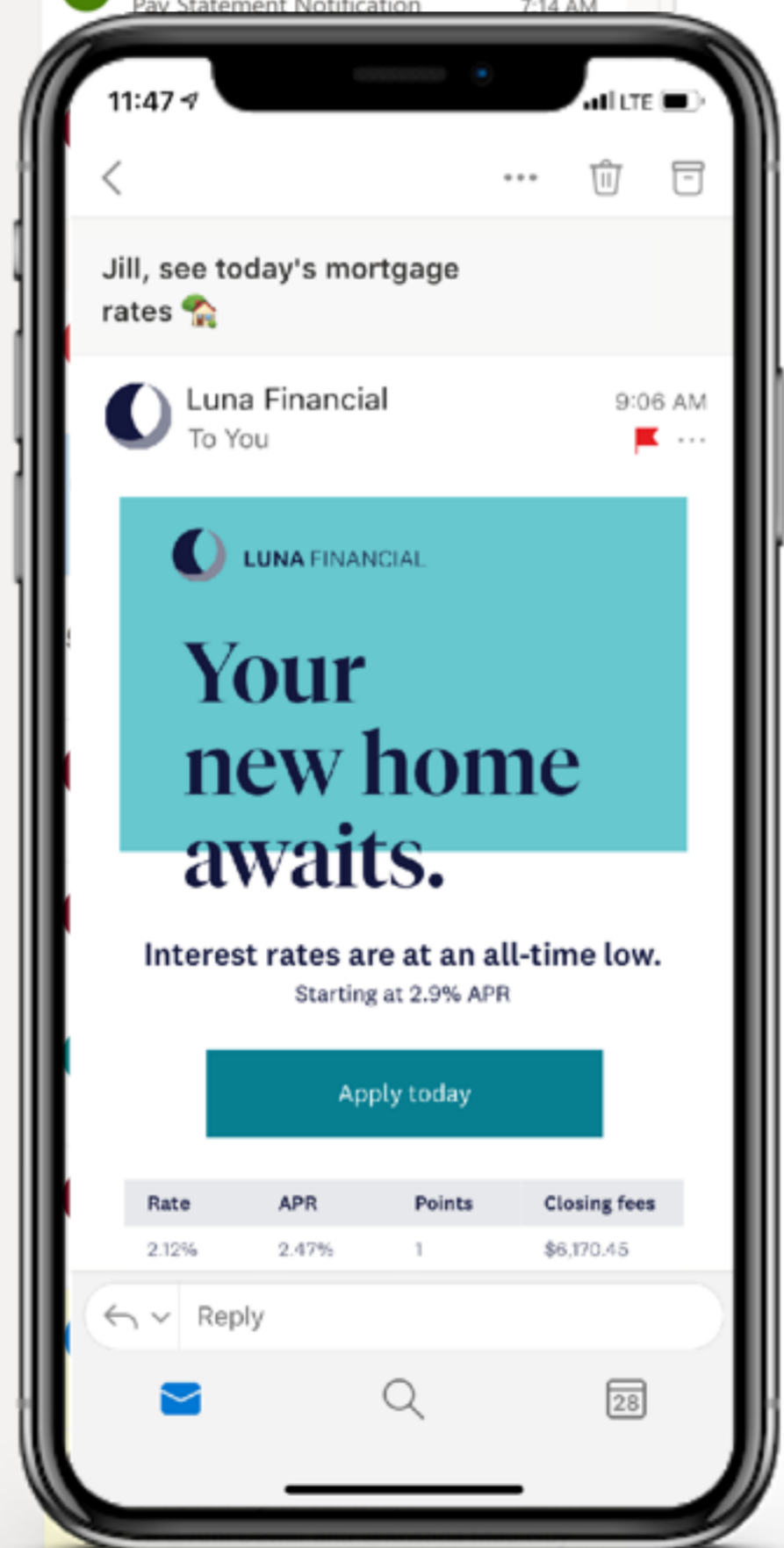
- Favorites
- Inbox 294
- Sent Items
- Drafts 12
- Add favorite
- Folders
- Inbox 294
- Drafts 12
- Sent Items
- Deleted Items 8320
- Junk Email 28
- Archive
- Notes
- Conversation Hist...
- New folder
- Groups
- Discover groups
- Manage groups

Focused Other 96 Filter

Other: New conversations
noreply@statuspage.io

Tim Swanson
> Experience Letter 6:54 PM
Please see below the information you...
EmployeeRef.pdf

adpfeedback@adp.com
Pay Statement Notification 7:14 AM



Jill, see today's mortgage rates

Luna Financial
Fri 6/26/2020 9:06 AM
To: Jill Jenkins

LUNA FINANCIAL

Your new home awaits.

Interest rates are at an all-time low.
Starting at 2.9% APR

Apply today

Rate	APR	Points
2.12%	2.47%	1
2.25%	2.49%	.5
2.38%	2.52%	0

In her inbox, she receives the weekly rates. The email also includes some recommendations for realtors in her area. She decides to apply just to see...

Gino Reyes (Confluence)
[confluence] Gino Reyes ... 11:30 AM
Gino Reyes edited a task Empty table for ...

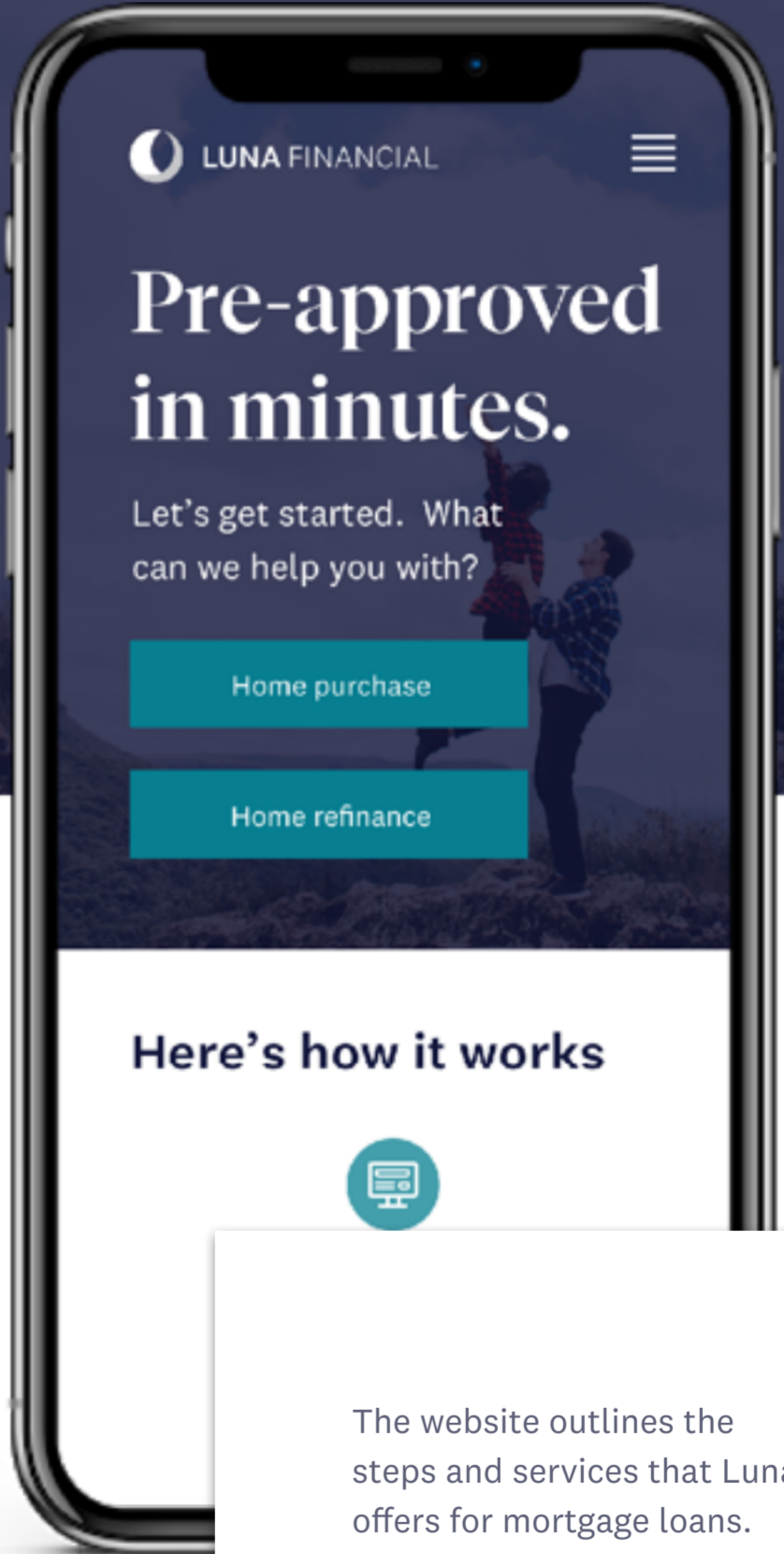


Pre-approved in minutes.


Let's get started. What can we help you with?

Home purchase

Home refinance




Here's how it works




Apply online

This is a short blurb about this step and what is expected here.




Get approved

This is a short blurb about this step and what is expected here.



Close your loan

This is a short blurb about this step and what is expected here.



This is a short blurb about this step and what is expected here.

The website outlines the steps and services that Luna offers for mortgage loans. She clicks to complete the pre-approval for a new home.

1

STEP 1

Jill, describe the home you are purchasing.

2

Single family home

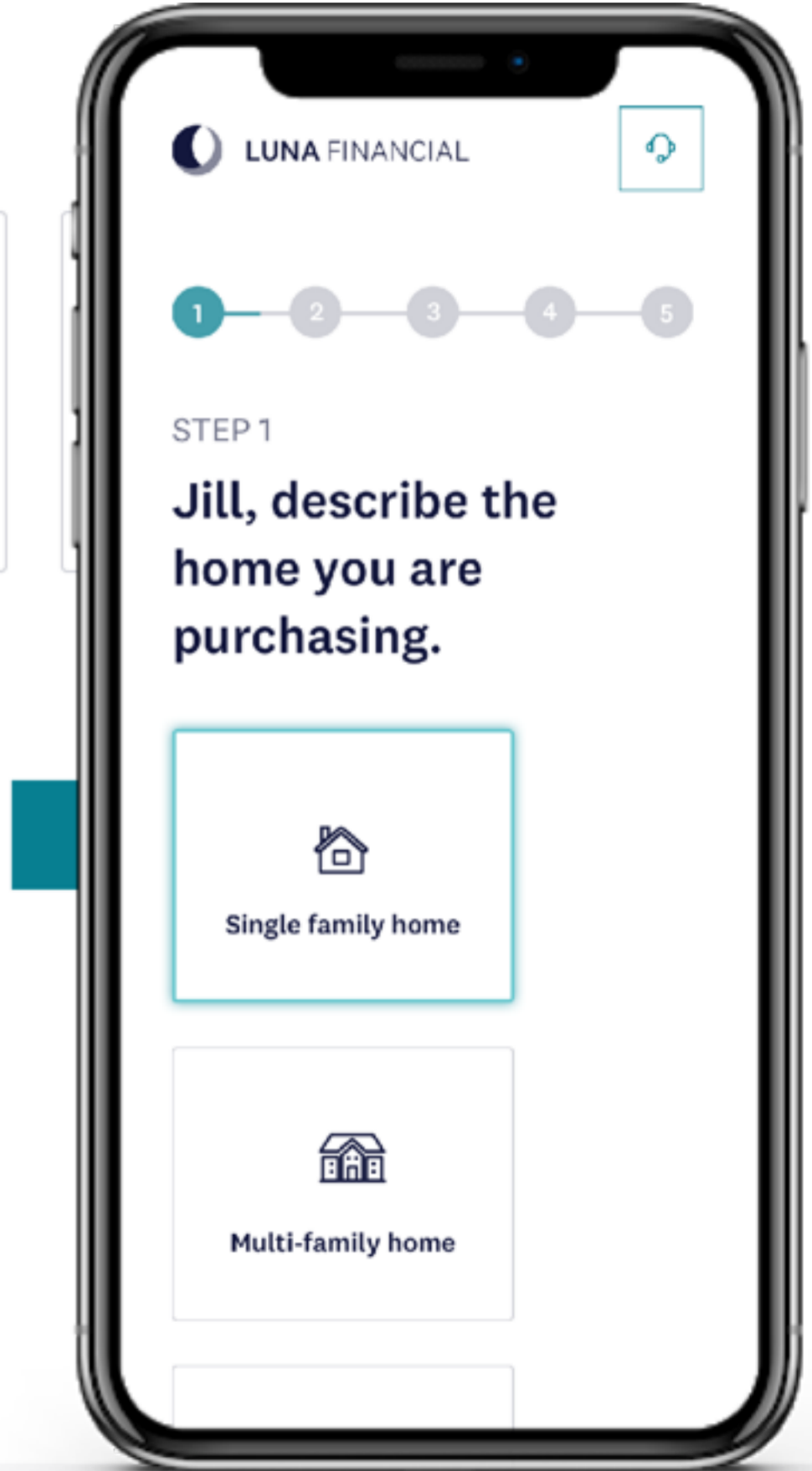
Multi-family home

Condominium

3

4

5



It's a very straight-forward, step by step process.



2

3

4

5

STEP 2

How do you plan to use the property?



Primary residence



Secondary home



Investment property

← Previous step

Next





STEP 3

How would you describe your credit profile?

Excellent (720 and above)

Below average (580-619)

Good (660 - 719)

Poor (570 and below)

Average (620-659)

[← Previous step](#)

[Next](#)





STEP 4

What is your zip code?

[← Previous step](#)

[Next](#)





STEP 5

Last step. Complete this questionnaire.

Are you a first time homebuyer?

Yes No

When do you plan to purchase?

Select one

What is the purchase price of the new home?

Select one

What is your estimated down payment?

Select one

What is your desired type of rate?

Fixed Adjustable

Employment status

Employed

Number of late mortgage payments in the past 12 months?

0

Any bankruptcy in the past 3 years?

Yes No

Any foreclosure in the past 3 years?

Yes No

Can you show proof of your income?

Yes No

Are you currently working with a real estate agent?

Yes No

← Previous step

Submit

Although when she gets to the final questionnaire she's not certain what type of rate is best. She pauses to consider this question.

rights reserved



STEP 5

Last step. Complete this questionnaire.

Are you a first time homebuyer?

Yes No

When do you plan to purchase?

Immediately

What is the purchase price of the new home?

\$175,000 - \$200,000

What is your estimated down payment?

0-\$10,000

What is your desired type of rate?

Fixed Adjustable

Employment status

Employed

Number of late mortgage

0

Any bankruptcy in the past

Yes No

Any foreclosure in the past

Yes No

Can you show proof of your

Yes No

Are you currently working

Yes No

Luna support

Tonya Dula
Hi there, Jill!
Looks like you are almost done completing the pre-approval application. Is there anything I can do to assist you?

I'm not sure what type of rate I should choose

Tonya Dula
Great question! Let me share some resources that might help. I'm also happy to talk with you on the phone if you have additional questions

What type of loan is right for me?

Fixed-rate loans are what they sound like: a set interest rate for the life of the loan, usually from 10 to 30 years...

Send

← Previous step

Submit

Luckily, customer support starts a chat and answers her question, sending her some great resources.

rights reserved

New message

Delete Archive Junk Sweep Move to Categorize Snooze Undo

- Favorites
- Inbox 294
- Sent Items
- Drafts 12
- Add favorite
- Folders
- Inbox 294
- Drafts 12
- Sent Items
- Deleted Items 8320
- Junk Email 28
- Archive
- Notes
- Conversation Hist...
- New folder
- Groups
- Discover groups
- Manage groups

Other: New conversations
noreply@statuspage.io

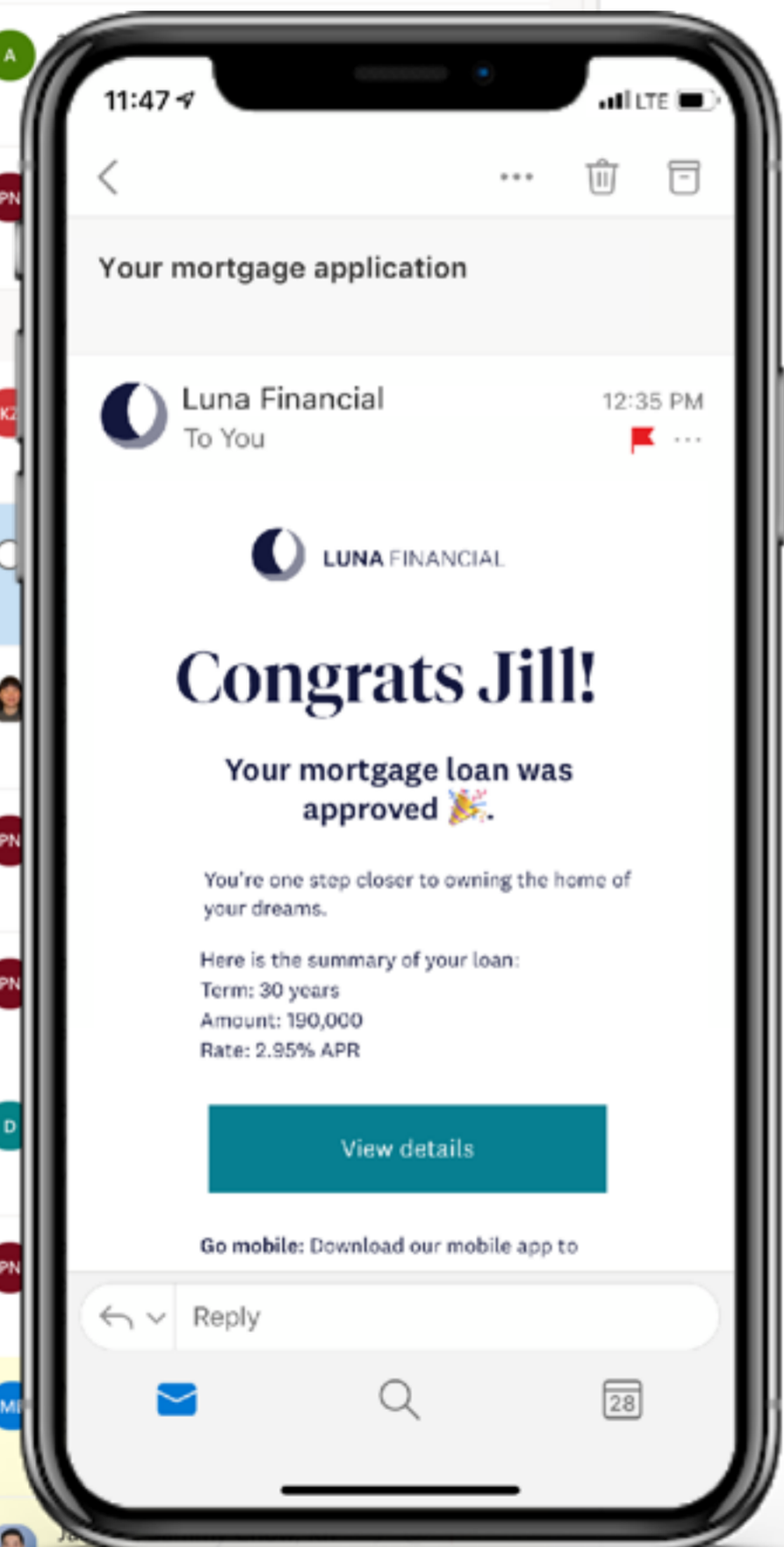
Tim Swanson
> Experience Letter 6:54 PM
Please see below the information you...
EmployeeRef.pdf

Follow-up to our web/... 12:31 PM
Hi @Ami Dewar and @Kristina Maultsby

Gino Reyes (Confluence)
[confluence] Gino Reyes ... 11:30 AM
Gino Reyes edited a task Empty table for ...

Your mortgage application

Luna Financial
Sat 6/27/2020 12:35 PM
To: Jill Jenkins



Congrats Jill!

Your mortgage loan was approved 🎉.

You're one step closer to owning the home of your dreams.

Here is a summary of your loan:

- Term: 30 years
- Amount: 190,000
- Rate: 2.95% APR

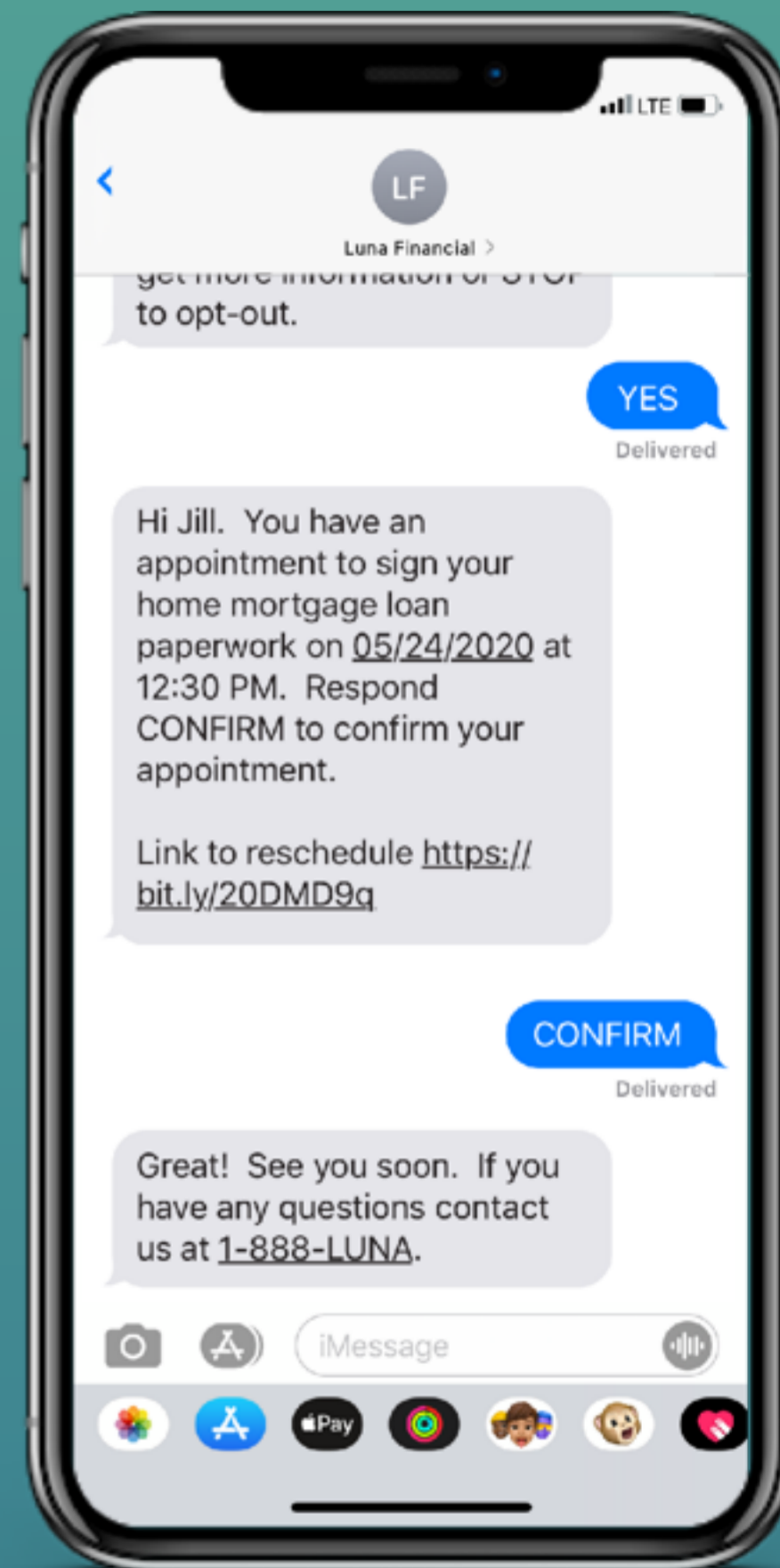
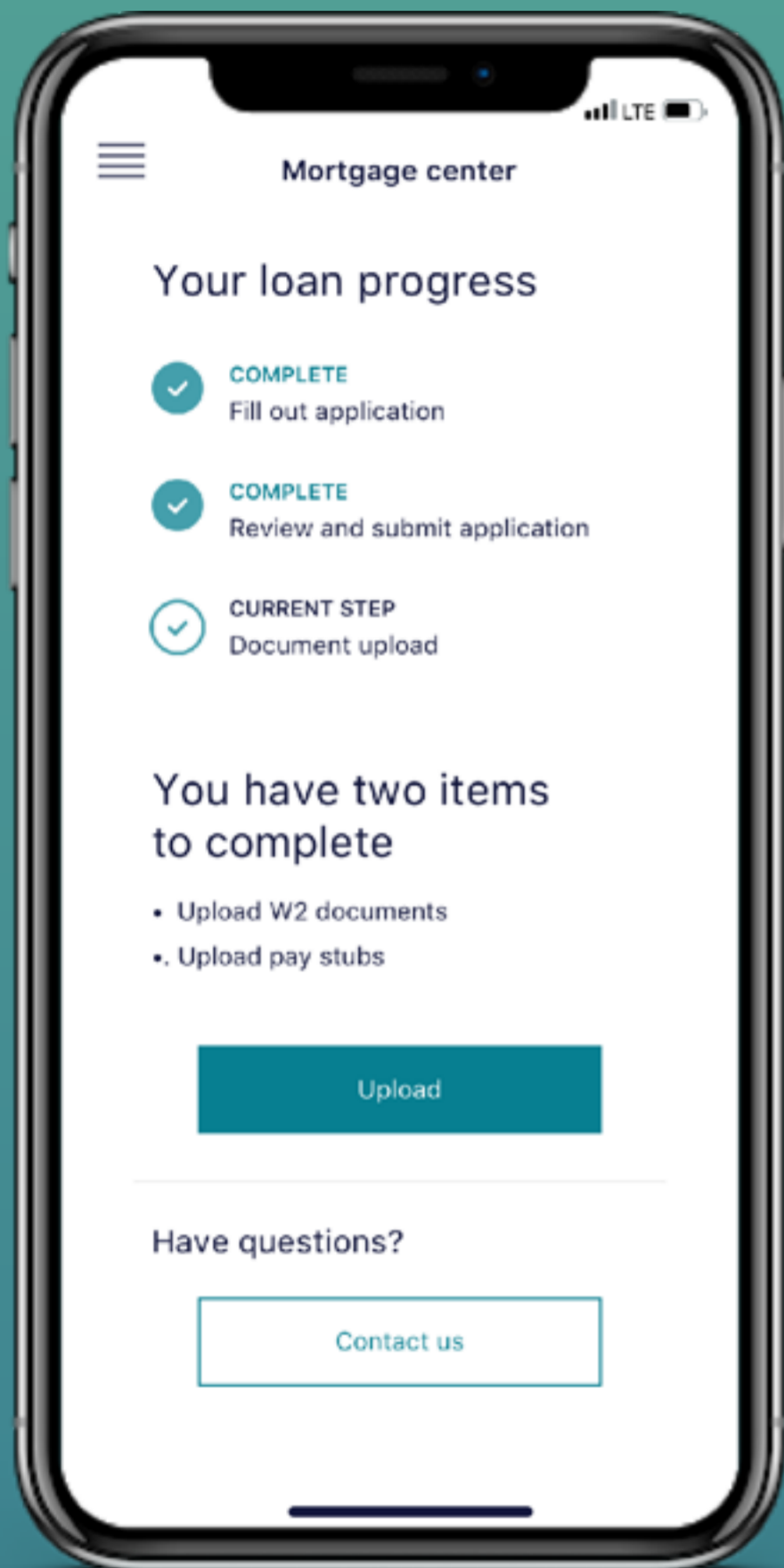
[View details](#)

Go mobile. Download our mobile app to follow updates on your loan and complete the necessary documentation.



She completes her application with confidence.





From the Luna Financial Mobile app, Jill is able to upload the documents, schedule an appointment to close and keep up with the overall status of her loan.



And it's not long til her and her husband are in their new home, thanks to the great customer experience at Luna Financial.

Behind the scenes

- Home
- My Acoustic
- Profile
- Help center
- Contact support

Good morning, Sonia!

Customize

06/14/2019 - 06/20/2019

Key indicators

Sent email	Opened email +3.1%	Clicked email +1.4%	Unsubscribes -1.2%
12,942	9,821	5,372	58

Audience growth

Luna-leads



Sonia is a marketer that cares about the performance of all her efforts. Acoustic's unified Analytics platform gives her one place to see analytics across all channels and alert her to things she need to pay attention to.

Upcoming courses

- Getting started with Campaign** (Beginner)
- Create your first email campaign** (Beginner)
- Optimizing deliverability** (Beginner)

Go to Acoustic Academy

Struggle detection

email

Actual, Anomaly, Expected, Bounds

Deliverability

Your deliverability score

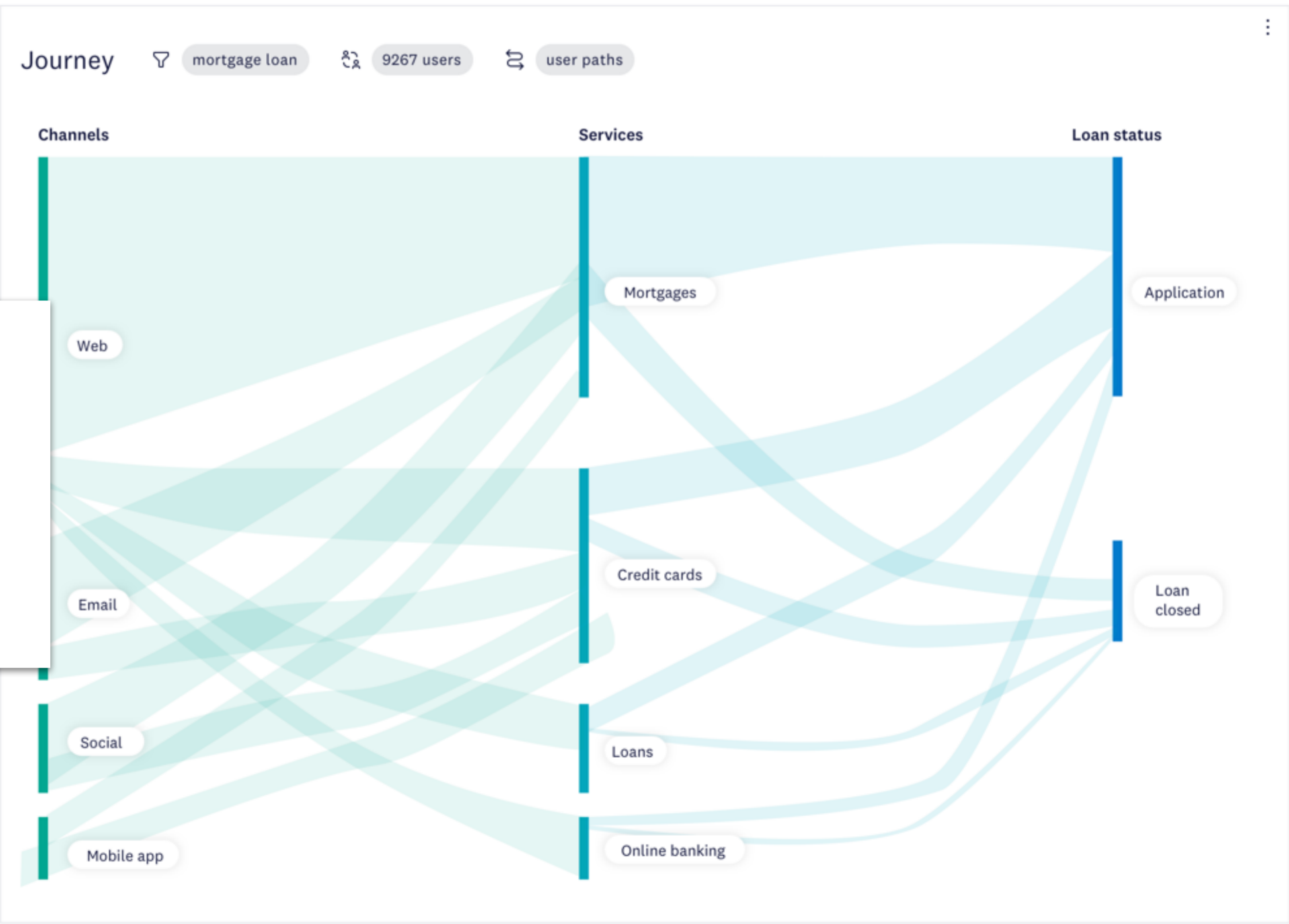
71



Congrats! Your deliverability score is **good**. 🏆

- This could be one tip for the user to improve their score.
- This could be another tip that tells them something else they should be doing

[Show more](#)



Looking at this Sankey diagram, she can see how her customers are moving across key touch points of her marketing funnel. Her goal is acquisitions and conversions. She clicks to drill into the journey map.

Reports +

Journeys

🔗
📄
⬆️
📍
⋮

📅 3/9/2020 - 3/9/2020
🔍 mortgage loan
👤 9267 users
🔄 user paths

Trend
 🖨️ View_MN_1

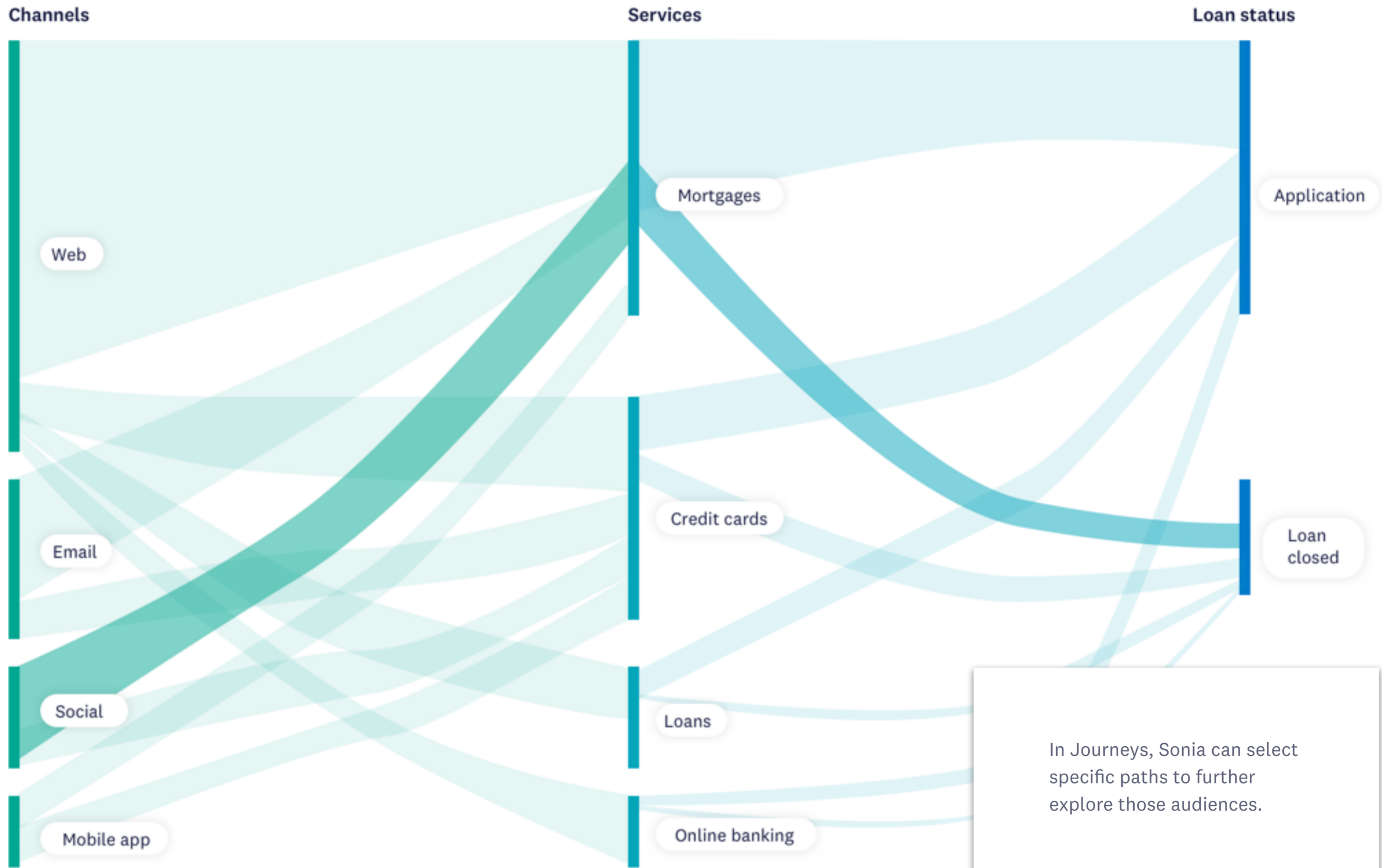
My reports

Standard reports

- Acquisition
- Behavior
- Device and technical
- Distribution
- eCommerce
- Enterprise
- Opportunities

Journeys

- Top line metrics
- Ghostery TrackerMap
- Monitor
- Shared reports
- Public reports
- Admin reports



In Journeys, Sonia can select specific paths to further explore those audiences.

Reports +

Journeys

🔍 Search reports

📅 3/9/2020 - 3/9/2020

🔍 mortgage loan

👤 9267 users

🔄 user paths

My reports

Site activity

Standard reports

- Acquisition
- Behavior
- Device and technical
- Distribution
- eCommerce
- Enterprise
- Opportunities

Journeys

Top line metrics

Ghostery TrackerMap

Monitor

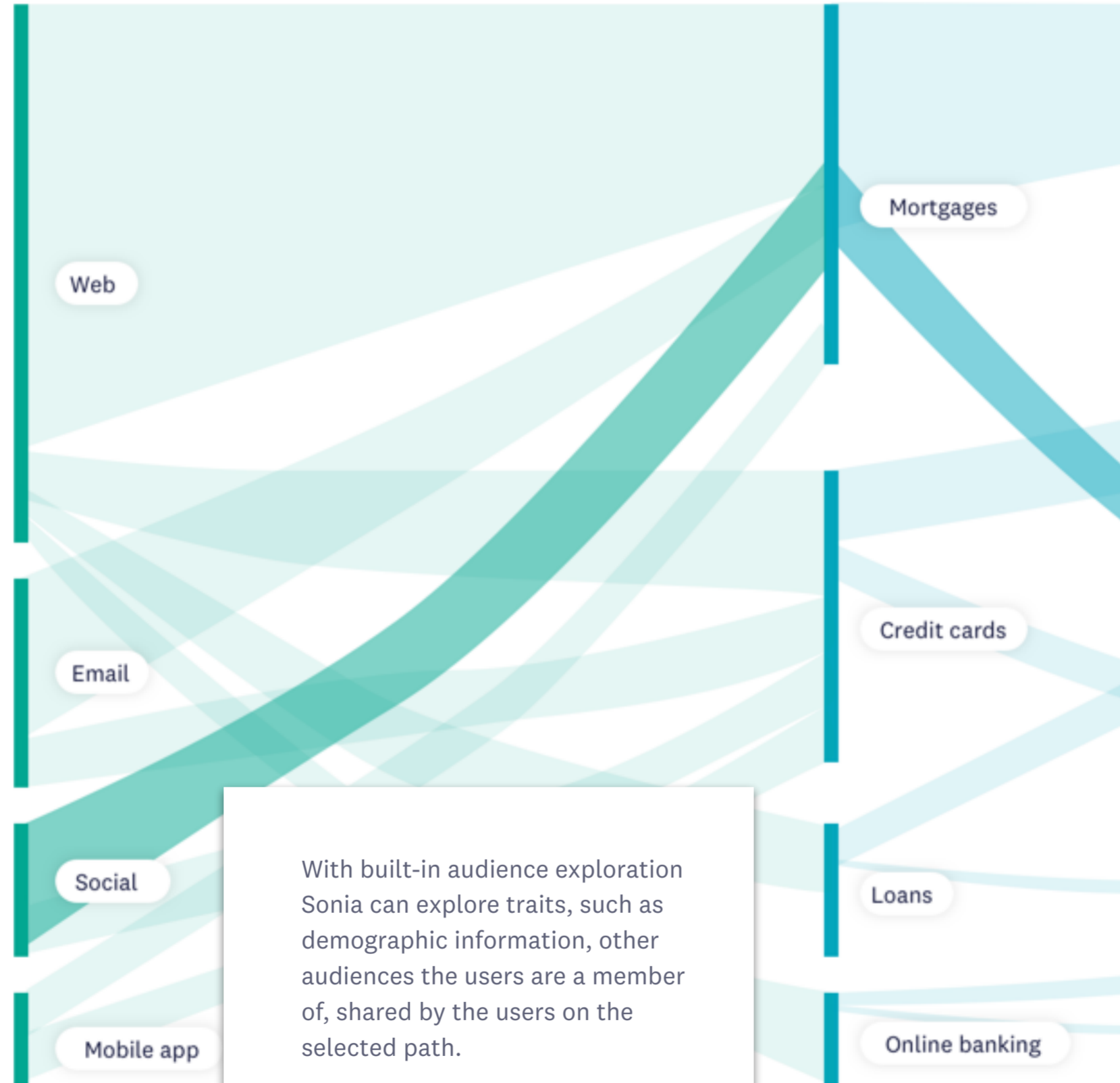
Shared reports

Public reports

Admin reports

Channels

Services

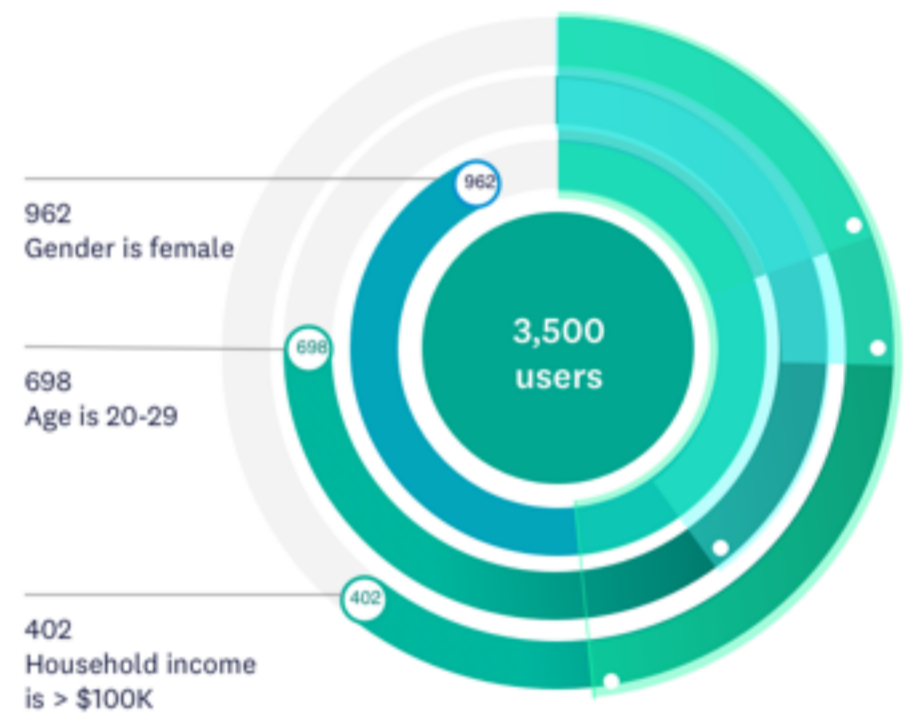


With built-in audience exploration Sonia can explore traits, such as demographic information, other audiences the users are a member of, shared by the users on the selected path.

Insights

Users who click social ads and submit loan apps

Score: 80-100



Show more

Create audience

Recommended actions and predicted results

- Create social campaign based on a look-a-like audience ↑ \$25k
- Add personalized offers to website ↑ \$10k

Reports



Journeys

Search reports

3/9/2020 - 3/9/2020

mortgage loan

9267 users

user paths

My reports

Site activity

Standard reports

Acquisition

Behavior

Device and technical

Distribution

eCommerce

Enterprise

Opportunities

Journeys

Top line metrics

Ghostery TrackerMap

Monitor

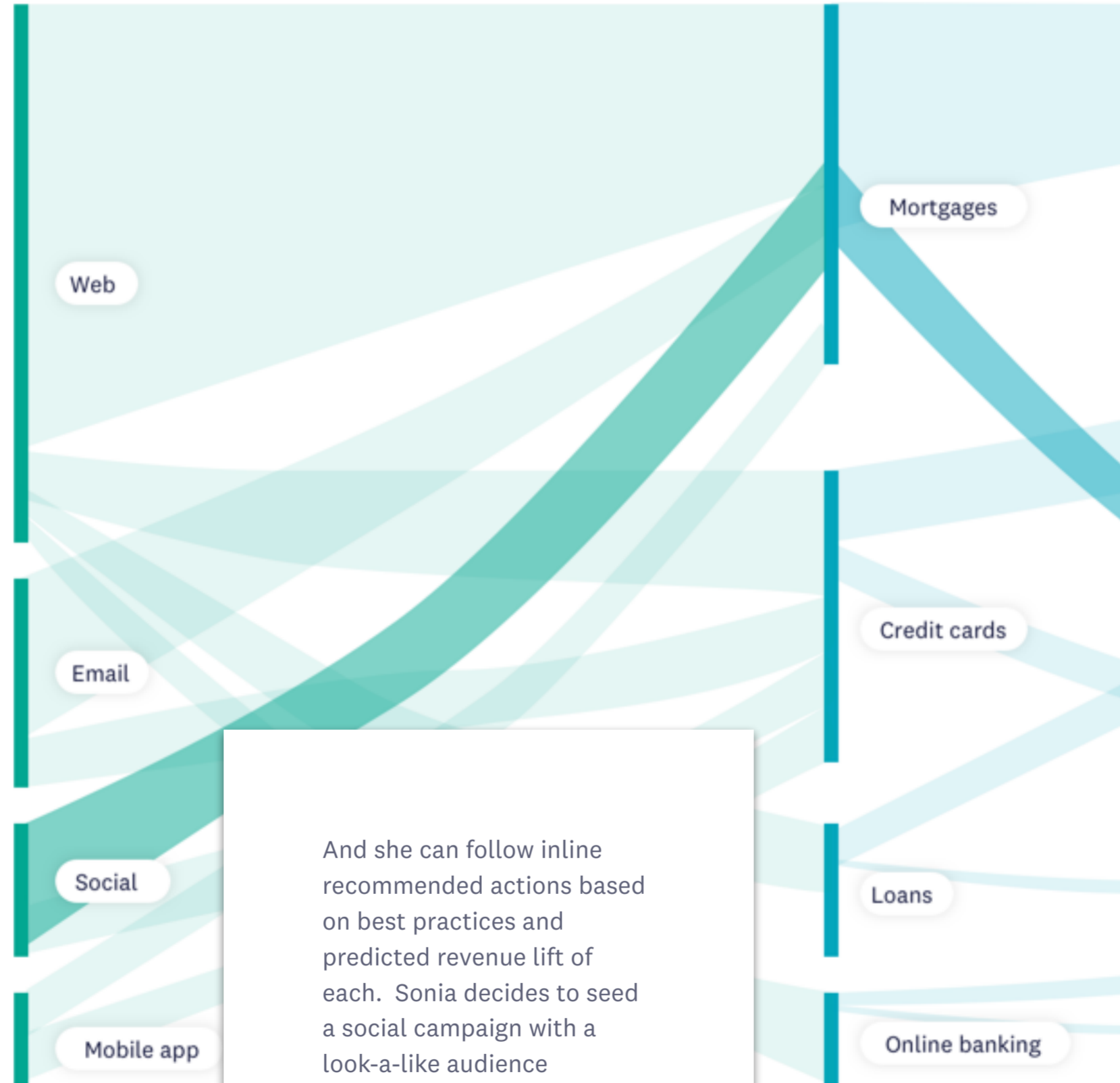
Shared reports

Public reports

Admin reports

Channels

Services

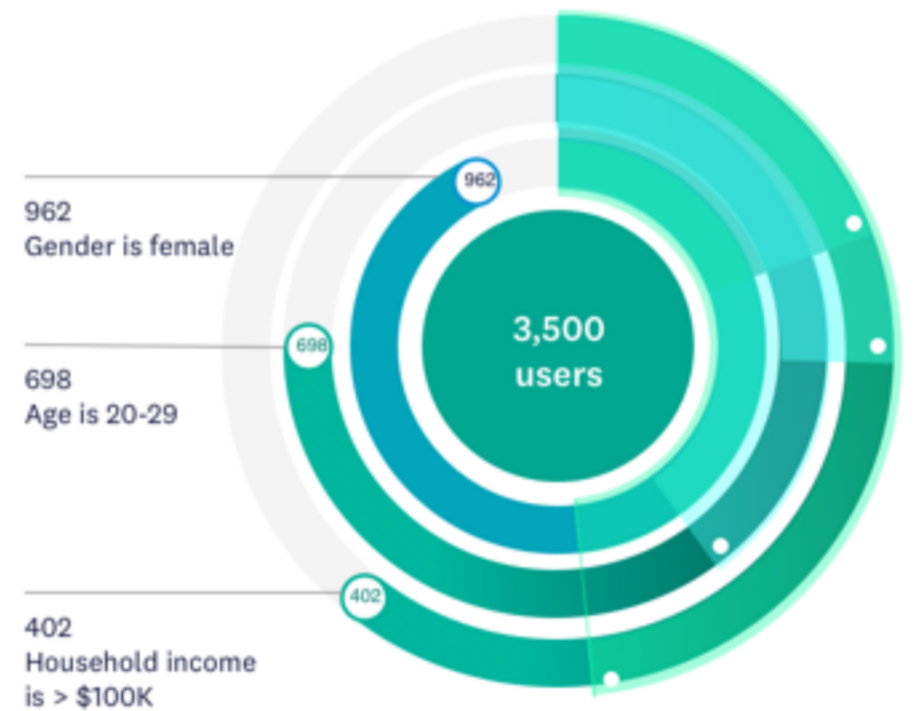


And she can follow inline recommended actions based on best practices and predicted revenue lift of each. Sonia decides to seed a social campaign with a look-a-like audience

Insights

Users who click social ads and submit loan apps

Score: 80-100



Show more

Create audience

Recommended actions and predicted results

- Create social campaign based on a look-a-like audience ↑ \$25k
- Add personalized offers to website ↑ \$10k

Select campaign type



Email



Mobile



Social



Multi-channel



Automated



More

In one click, Sonia is building her campaign. Acoustic has a brand new, modern omni-channel campaign experience that makes it easy to create a single channel, multi-channel or automated campaign from a single starting point.

Select campaign type



Email



Mobile



Social



Multi-channel



Automated



More



Create campaign



Name

Summer leads

Goal

Increase leads



Tags

Cancel

Create

She names the campaign, sets a goal, and defines KPIs to create her campaign. The setup is exactly the same for any type of campaign.

Details

Design

MESSAGE

Headline 0/100

Find a rate that fits your budget 🏠

- Show the best performing card first.
- Add a card at the end with your page profile picture.

CARDS



Description

Find a rate that fits your budget 🏠

Call to action button

Learn more

+ Add another card

Mobile news feed



"Getting my mortgage was so easy. No waiting, no hidden fees." - Sheena
 ★★★★★



LUNAFINANCIAL.COM
 Find a rate that fits your budget 🏠

Learn more

Like

Comment

Share

The social ads composer is easy to use and consistent with how she sets up other channels, plus she can also easily reuse content from other channels.

Details

Design

Actions

Send email

Send SMS message

Send push notification

Send direct mail

Telesales

Update profile

CRM sync

Export leads

Exchange integration

Building blocks

Decision

Audience
Social ad leads
2 rules

Next, Sonia sets up a program with the entrance criteria set to the users that have clicked on her ads. Her goal for the program is to nurture the leads she gets from the ads through the application process.

+ Add steps



Details

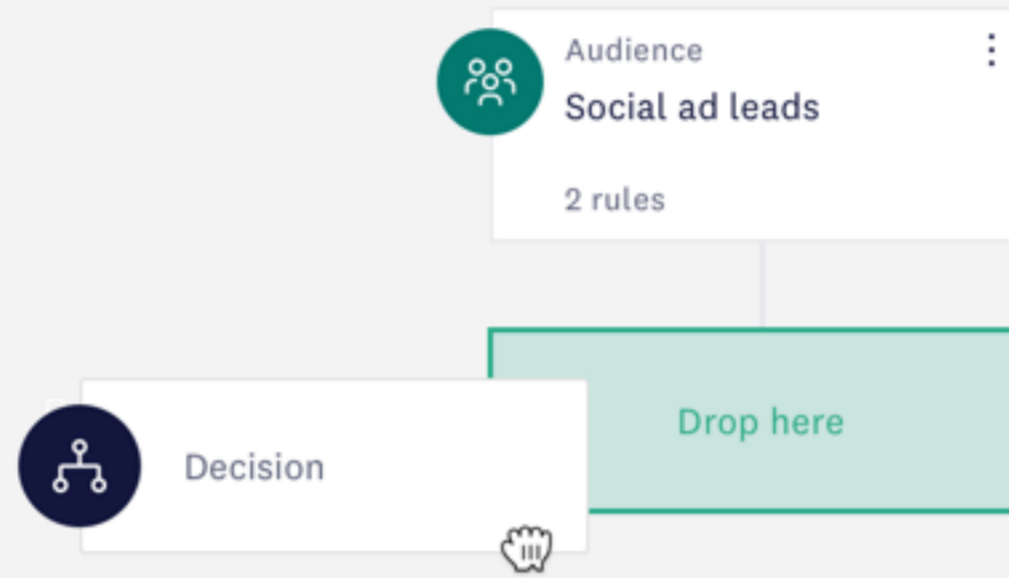
Design

- Send direct mail
- Telesales
- Update profile
- CRM sync
- Export leads
- Exchange integration

Building blocks

- Decision
- Percent split
- Redirect
- Exit

The programs canvas is flexible and easy to use. She just drags and drops the steps she needs to create the automation she wants.



+ Add steps



Send email



Email

Select email

Select



Audience
Social ad leads
2 rules

Time delay
No delay

Decision
Submitted form or not
2 paths



Remainder path
Doesn't submit form

Path 2
Submit forms

Time delay

Send email

And from programs, Sonia can seamlessly navigate into the message composer to create her content.



Details

Design

HTML

Plain text



GLOBAL STYLES



CONTENT



Blocks

Library

Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



Link bar



Image + Text



Image group



Promotion



Saved block



Your new home awaits.

Interest rates are at an all-time low.

Starting at 2.9% APR



Button



Drop here



Drop a block to add content

+ Add content

The new drag and drop message composer makes it easy to build responsive emails without technical skills. Plus, it's powered by Acoustic Content so she has direct access to all her content across channels

Details

Design

HTML

Plain text



GLOBAL STYLES

CONTENT

Blocks

Library

Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



Link bar



Image + Text



Image group



Promotion



Saved block



Your new home awaits.

Interest rates are at an all-time low.

Starting at 2.9% APR

Apply today



Drag and drop image, or [browse library](#)

As she designs her email, she wants to use content that has been effective in previous campaigns. She goes to search...

+ Add content

Details

Design

GLOBAL STYLES

CONTENT

Blocks

Library

Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



Link bar



Image + Text



Image group



Promotion



Relational table



Saved block

Search in Campaign or Help

Recent

- Loan application banner
- Spring leads report
- Applicants

Insights

- Top performing content tagged newsletter
- Top performing content tagged mortgage

Help

- Get to know the new Acoustic Campaign
- Save your email as a template



Interest rates are at an all-time low.

Starting at 2.9% APR

Apply today

... And before she can even start typing, there are AI-based insights, as well as help articles that are relevant to what she is doing.



Drag and drop image, or [browse library](#)

+ Add content

Details

Design

GLOBAL STYLES

CONTENT

Blocks

Library

Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



Link bar



Image + Text



Image group



Promotion



Relational table



Saved block

+ Add content

HTML

Plain text



Your new home awaits.

Interest rates are at all time lows

Starting at 2.9% APR

Apply today

Without leaving where she is working, she can pull high performing content based on smart tagging, directly into her email. This demonstrates the power of AI working across across analytics + content + campaigns.

Drag and drop image, or browse

Insights

Top performing content

Mortgage

Rates

House

+ Add tag



Show more

Related reports

Content performance Holiday 2019

Related questions

How do campaigns tagged mortgage compare this year and last year

What were the top performing campaigns tagged mortgage in 2020?

Details

Design

GLOBAL STYLES

CONTENT

Blocks

Library

Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



Image + Text



Image group



Relational table



Saved block

+ Add content

HTML

Plain text



Your new home awaits.

Interest rates are at a

Starting at 2.9% APF

Apply today

Drag and drop image, or browse

← Back



Campaign / Email campaigns

Save your email as a template



by Kristina Maultsby

06 August 2019

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Related articles

[Reuse content with saved blocks](#)

[Personalize your email campaign](#)

Details

Design

HTML

Plain text



GLOBAL STYLES



CONTENT



Blocks

Library

🔍 Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



Link bar



Image + Text



Image group



Promotion



Relational table



Saved block



Your new home awaits.

Interest rates are at an all-time

Starting at 2.9% APR

Apply today

She also saves a lot of time constructing her messages by reusing content across channels and campaigns.



Saved block



Drop here

+ Add content

Details

Design

HTML

Plain text



GLOBAL STYLES



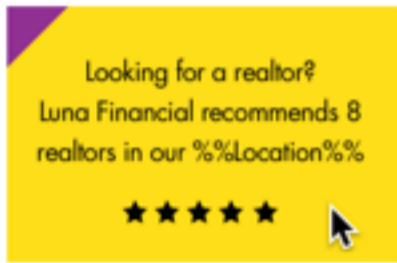
CONTENT



Blocks

Library

🔍 Search library



Your new home awaits.

Interest rates are at an all-time low.

Starting at 2.9% APR

Apply today



Browse library for saved content

+ Add content

Relational table



Settings

Style

Relational query

MortgageRates_for_27712



COLUMNS



- Rate
- APR
- Points
- Closing fees

Order by

Max number of items

Relevance



3



Plus, she can target her email with database personalization, dynamic content and relational table personalization.

HTML

Plain text



Your new home awaits.

Interest rates are at an all-time low.

Starting at 2.12% APR

Apply today



Rate	APR	Points	Closing fees
2.12%	2.47%	1	\$6,170.45
2.25%	2.49%	.5	\$4,870.45
2.38%	2.52%	0	\$3,570.45

+ Add content

Details

Design

Weekly rate tracker

AUDIENCE

Select list

EMAIL DETAILS

From name

Luna Financial

From address

rates@luna-financial

Reply to address

noreply@luna-financial

Subject line

Get a better rate 30, 20, 15yr



26

Preheader

Enter a preheader

Include plain text body

Yes

Add click to view link

Yes

Subject line analysis

SUBJECT LINE 1

First name, see today's mortgage rates 🏠

Performance

Tone

First name, see today's

mortgage rates 🏠

67 Predicted open rate
Slightly better than expected

SUBJECT LINE 2

Get a better rate 30, 20, 15yr

Performance

Tone

Get a better rate 30, 20, 15yr

26 Predicted open rate
Slightly worse than expected

+ Add subject line

COMPARISON

HTML

Plain text



rates are at an all-time low.

Starting at 2.9% APR

Apply today

APR	Points	
2.47%	1	
2.49%	.5	
2.52%	0	\$3,570.45

And just as important as it is that her content drives clicks, it's critical that Sonia's subject line encourages opens.



Details

Design

Weekly rate tracker

AUDIENCE

Select list

EMAIL DETAILS

From name

Luna Financial

From address

rates@luna-financial

Reply to address

noreply@luna-financial

Subject line

Get a better rate 30, 20, 15yr

26

Preheader

Enter a preheader

Include plain text body

Yes

Add click to view link

Yes

Subject line analysis

SUBJECT LINE 1

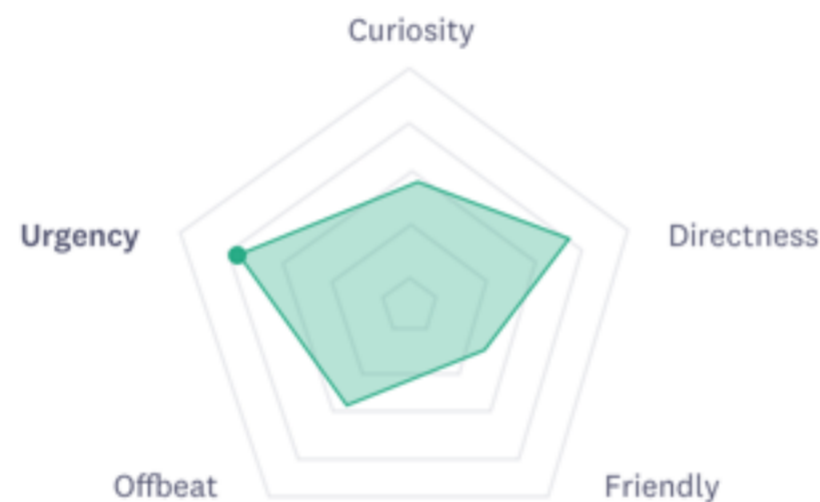
First name, see today's mortgage rates 🏠

Performance

Tone

First name see today's mortgage rates 🏠

< .5 .5 -.75 > .75



SUBJECT LINE 2

COMPARISON

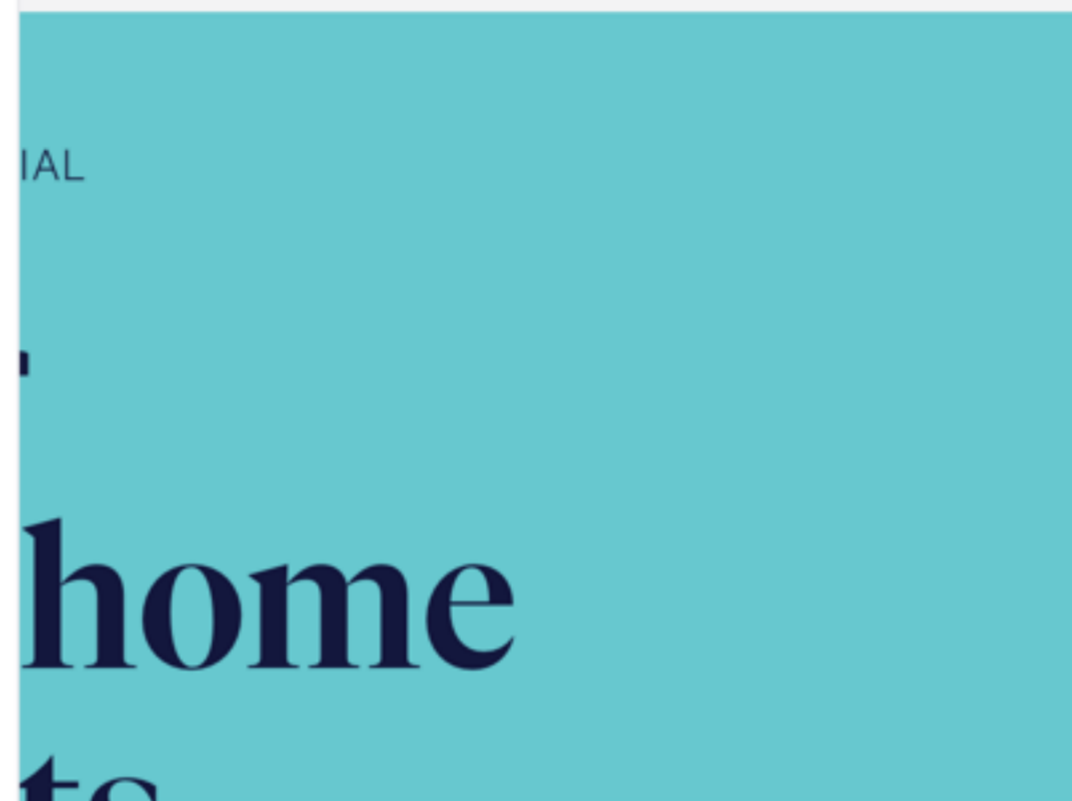
Predicted odds of winning

■ First name, see today's mortgage rates 🏠

■ Get a better rate 30, 20, 15yr



HTML Plain text



rates are at an all-time low.

Starting at 2.9% APR

Apply today

APR Points

2.47% 1

2.49% .5

2.52% 0

Built-in AI helps her choose the right subject line based on understanding the behaviors and characteristics of her target audience.



To: Summer 2020 leads

From: Luna Financial

Subject: **First name**, see today's mortgage rates 🏠

LUNA FINANCIAL

Your new home awaits.

Interest rates are at an all-time low.

Starting at 2.9% APR

Apply today

Rate	APR	Points	Closing fees
2.12%	2.47%	1	\$6,170.45
2.25%	2.49%	.5	\$4,870.45
2.38%	2.52%	0	\$3,570.45

She can easily preview the design across different devices, as well as see the personalization as a user in her audience would.

To: Summer 2020 leads

From: Luna Financial

Subject: First name, see today's mortgage rates 🏠



Your new home awaits.

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2.25%	2.49%	.5	\$4,870.45
2.38%	2.52%	0	\$3,570.45



Looking for a realtor?

Plus, when she builds her campaign with Acoustic Campaign, her emails are automatically mobile responsive. She can also modify her inbox design to optimize for mobile consumption.

Details

Design

MESSAGE

Title

First name here are today's mortgage...

Subtitle - iOS

Enter subtitle

Body

0/100

Rates are trending low, starting at 2.5% APR.

ACTIONS

Notification action

Open site

+ Add another action

To use additional actions on Android, create an expanded notification with an image or text in Additional options

ADVANCED OPTIONS

Android

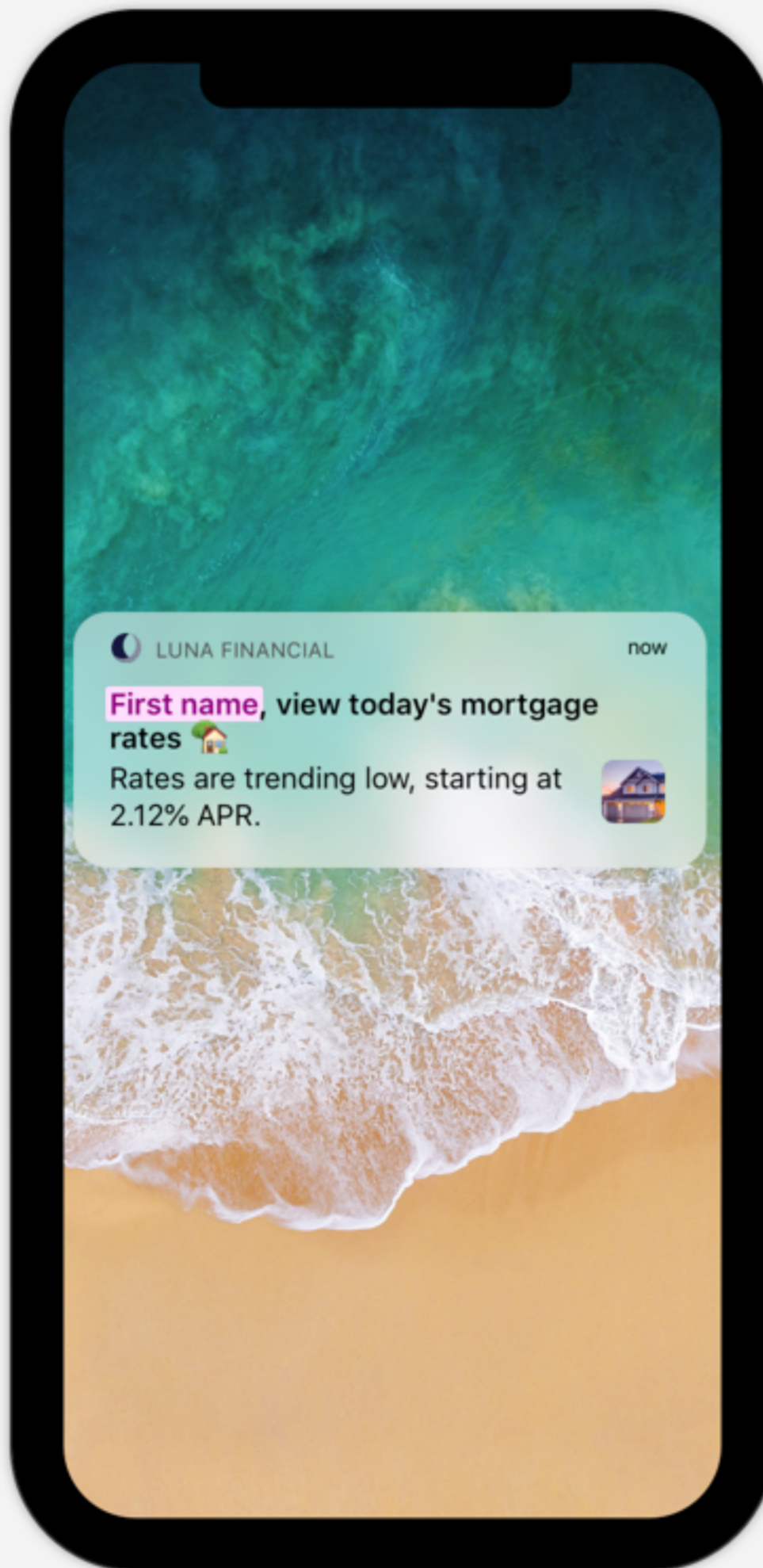
Sensitive

Yes

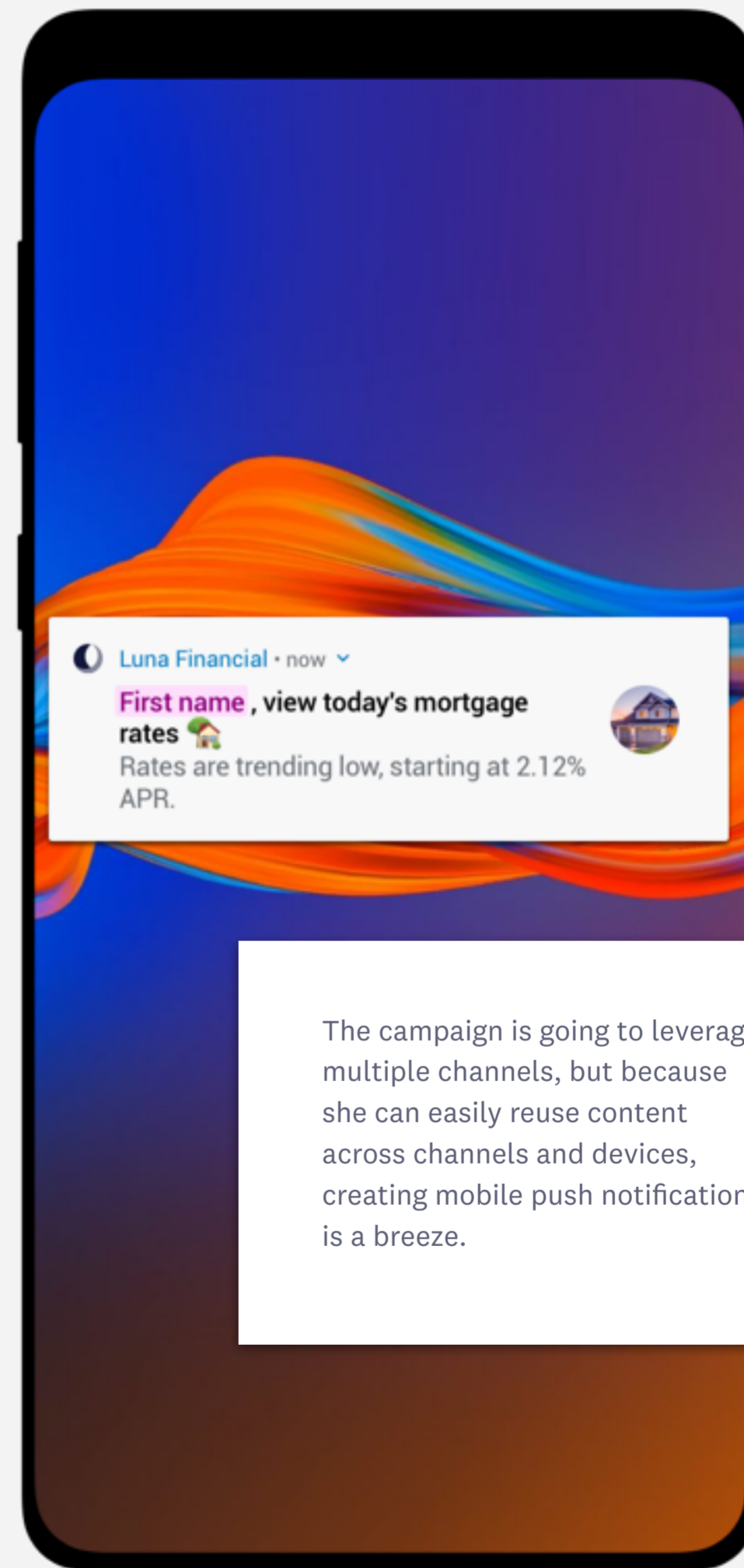
High priority

Yes

iOS 10 lock screen



Android locked



The campaign is going to leverage multiple channels, but because she can easily reuse content across channels and devices, creating mobile push notifications is a breeze.

Add content



Blocks

Library

Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



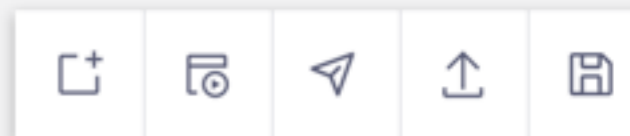
Link bar



Form



Saved block



Find a rate and a monthly payment that fits your budget.

Drop here



Form

At the same time, Sonia wants to make sure the landing pages she's directing users to are relevant and encourage engagement. Using drag and drop, she can personalize content and create web forms.



Drop a block to add content

+ Add content



Form



Settings

Style

Type

Opt-in

Form name

Enter a name

FIELDS

Full name

Label

Hide label

Full name

Default value

Enter a default value

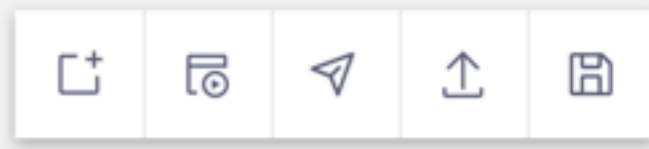
Tooltip

Enter help text

Width

Use default width

Customize



Find a rate and a monthly payment that fits your budget.

Monitoring rates?
We've got you covered.

Have the latest rates sent right to your inbox or phone.

Full name

Phone number

Email

[Get updates](#)

At the same time, Sonia wants to make sure the landing pages she's directing users to are relevant and encourage engagement. Using drag and drop, she can personalize content and create web forms.



Drop a block to add content

+ Add content



Rate tracker

Last published

—

Last modified

Jul 5, 2020 11:35 AM by Charles Gray

mortgage

sign-up

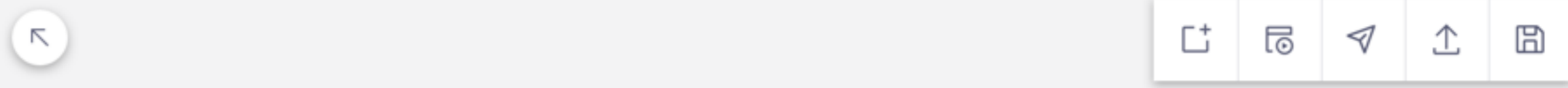
↗ View live site

Details >

Style >

Pages >

Delete campaign



Find a rate and a monthly payment that fits your budget.

Monitoring rates? We've got you covered.

Have the latest rates sent right to your inbox or phone.

Full name

Phone number

Email

Get updates

Her landing pages are tied automatically to her website that she built in Acoustic Content.



Drop a block to add content

+ Add content



Details

References

BASIC



Name

New home mortgage ad

Status

○ Draft

Created

May 1, 2020 3:53 PM by Charles Gray

Last modified

Jul 2, 2020 2:11 PM by Charles Gray

Library

Marketing ads



Content language

English [en]



Description

Provide optional description



TAGS



Tags

Use commas for multiple tags

Add

loan ×

mortgages ×

AI tags ⓘ



Home ×

Green ×



Headline

Enter a headline

Tagline

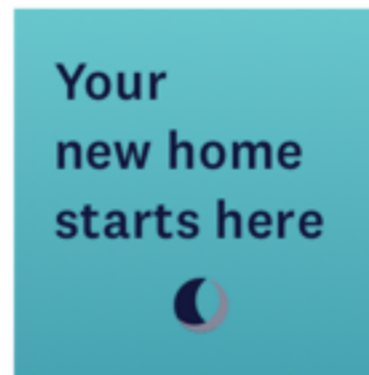
Enter a tagline

Lead image*



It's easy for her to modify content fragments - ads, images, articles and so on - without making any changes to her site.

List view: small square



500 x 500 px | 234 KB

List view: small horizontal



700 x 350 px | 255 KB

History

Add content

Blocks

Library

Search blocks



Text



Image



Spacer



Divider



Button



Video



HTML



Social



Link bar



Form



Saved block



Sign in

Mortgages

Looking for a house? Find news and advice on getting the best home loan.



Mortgage rates



Mortgage calculator



Refinancing



Mortgage

The basics.



Video

Drop here

+ Add content

But it also just as easy to make changes in the new drag and drop site composer. She doesn't need to know HTML or CSS to rearrange pages, or build out new content

Back

Pages

Search pages

Main navigation

Home

Mortgages

Mortgage rates

Draft

Mortgage calculator

New

Covid 19 resources

Banking

Loans

Credit cards

Not in navigation

Special pages

Removed pages

Mortgages

Looking for a house? Find news and advice on getting the best home loan.



Mortgage rates

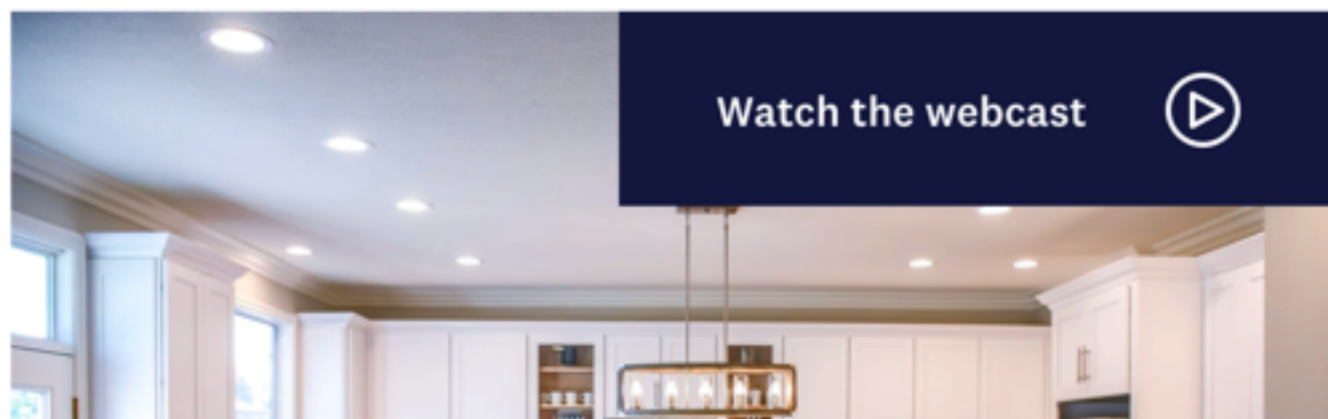
Mortgage calculator

Refinancing

Covid 19 resources

15 year mortgage rates

The basics.



Watch the webcast



Featured blog post

This would be the title of this article about mortgages

2 MIN READ

Featured blog post

+ Add content

Text

Settings Style Rules

MILLENNIAL FEMALES

Age is less than 30

And

Search term is new mortgage

And

Web views in the past 7 days is at least 2

Create content

Delete rule

FIRST TIME VISITOR

REPEAT VISITOR

SIGNED IN CUSTOMER

+ Add rule

It's also easy to add recommendations for related offers and personalize content to target her customers. This is Acoustic Personalization integrated directly into Acoustic Content.

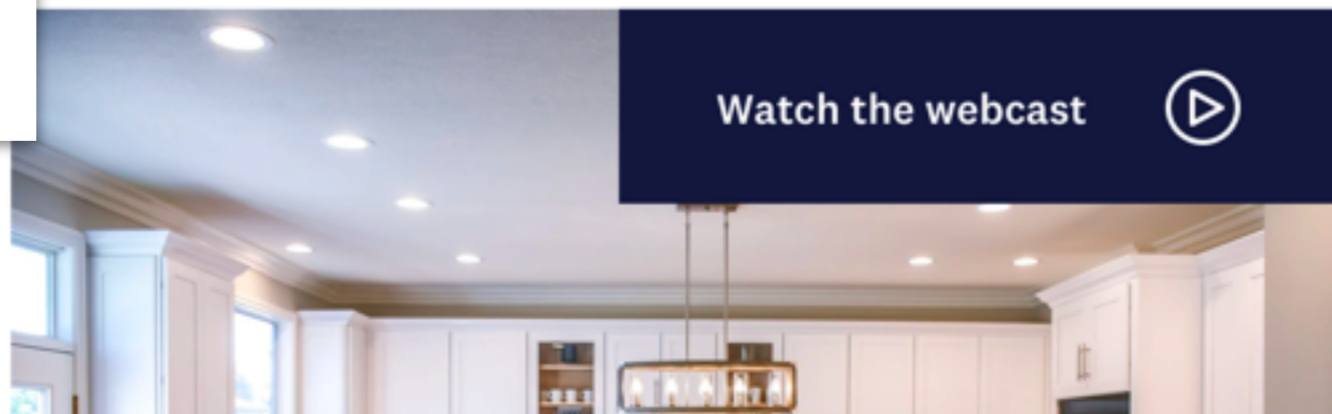
Mortgages

Looking for a house? Find news and advice on getting the best home loan.



- Mortgage rates
- Mortgage calculator
- Refinancing
- Covid 19 resources
- 15 year mortgage rates

The basics.



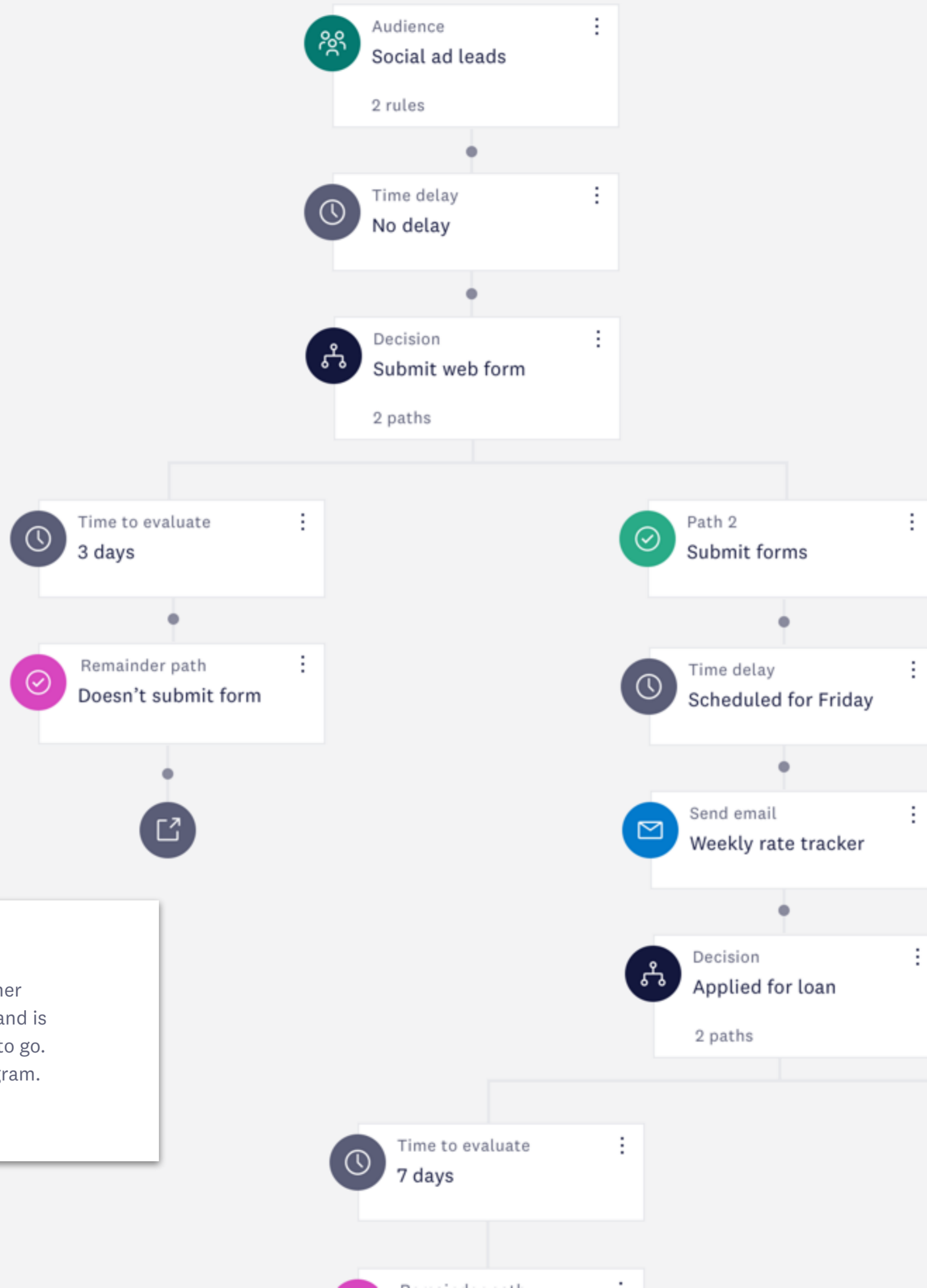
Mortgage

15-year vs. 30-year mortgage: What's the difference?

2 MIN READ

Mortgage

+ Add content



Review program

STEPS

- ✓ All steps and actions are connected
- ✓ All steps and actions are configured

AUDIENCE

- ✓ There are no changes to the rules for Social ad leads

CONTACTS

- ✓ There are no changes to contacts

Now she returns to her program, reviews it and is confident it's ready to go. She clicks start program.

Dashboards +

Site analytics

🔗
📄
📤
📍
⋮

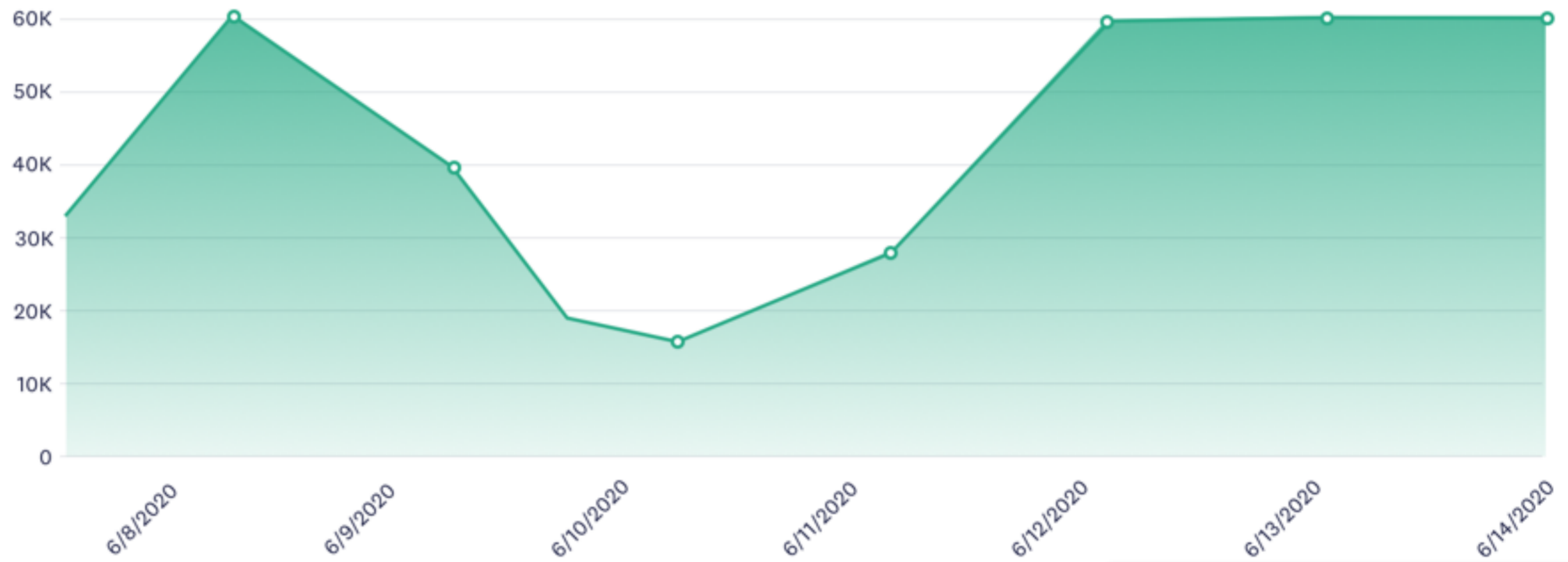
📅 3/9/2020 - 3/9/2020

🔴 Trend 🖨️ View_MN_1 ▾

- Real-time
- Enterprise
- Custom
 - My dashboards
 - Site analytics
 - Q2 programs
 - Q1 programs
- Shared dashboards
- Admin dashboards

Sessions

52.7K



LEGEND

■ Total sessions

Work never stops, so as Sonia is analyzing traffic to her website, she sees the indicator for an insight in her notifications.

Activity

Sessions

52.7K



Sessions / Visitor

1.10



Dashboards +

Site analytics

3/9/2020 - 3/9/2020

Sessions

52.7K



ND
total sessions

Notifications (3)

Find notifications

Anomaly detected running campaign
Anomaly detected yesterday: High open rate for *Sunny skies ahead* in *Summer eyewear reengagement*

just now • Luna Financial NA

Open Rate: **High**



Actual: 200
Expected: 143
Difference: **↑ 67**
Bounds: 114 - 172

[View program](#)

Job completed for Citycool customers import

A data job has completed for Citycool customers on Sept. 1, 2019 at 8:04 AM (EDT)

2 hours ago • Citycool

Activity

Sessions

52.7K



Sessions / Visitor

1.10



Turns out there are some anomalies in her program. This prompts her to check it out.

Send email

Overview

Activity

CONTACT STATUS

Total contacts

7758

Removed contacts

65

Active contacts

237

EMAIL METRICS

Time range ⓘ

Past 30 days

● Anomaly

Email sent

1509

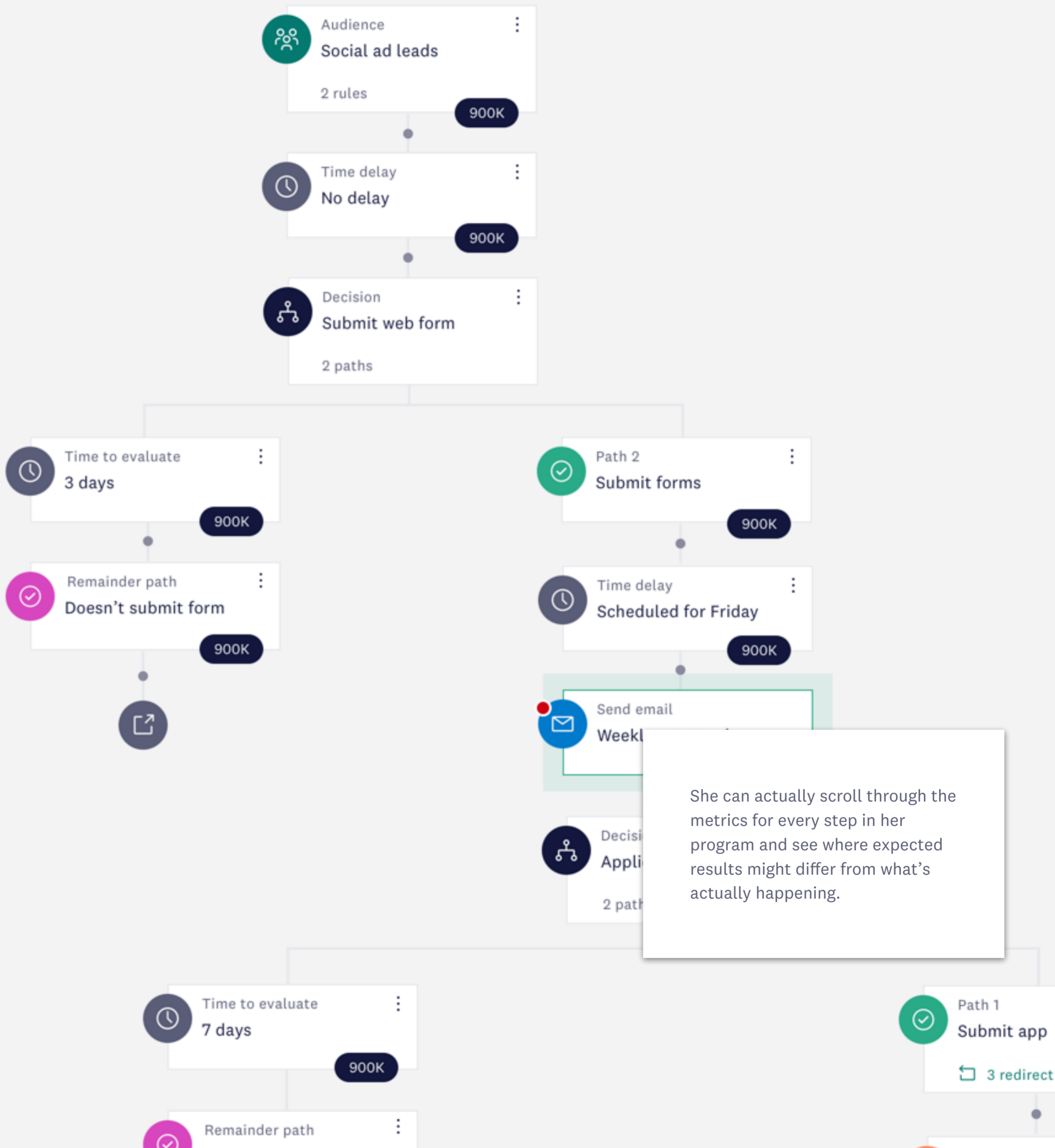
Email delivered

1501

Opens (unique)

1204

Clicks (unique)



She can actually scroll through the metrics for every step in her program and see where expected results might differ from what's actually happening.

Active contacts

237

EMAIL METRICS

Time range ⓘ

Past 30 days

● Anomaly

Email sent

1509



Email delivered

1501



Opens (unique)

1204



Clicks (unique)

411



Unsubscribes

136



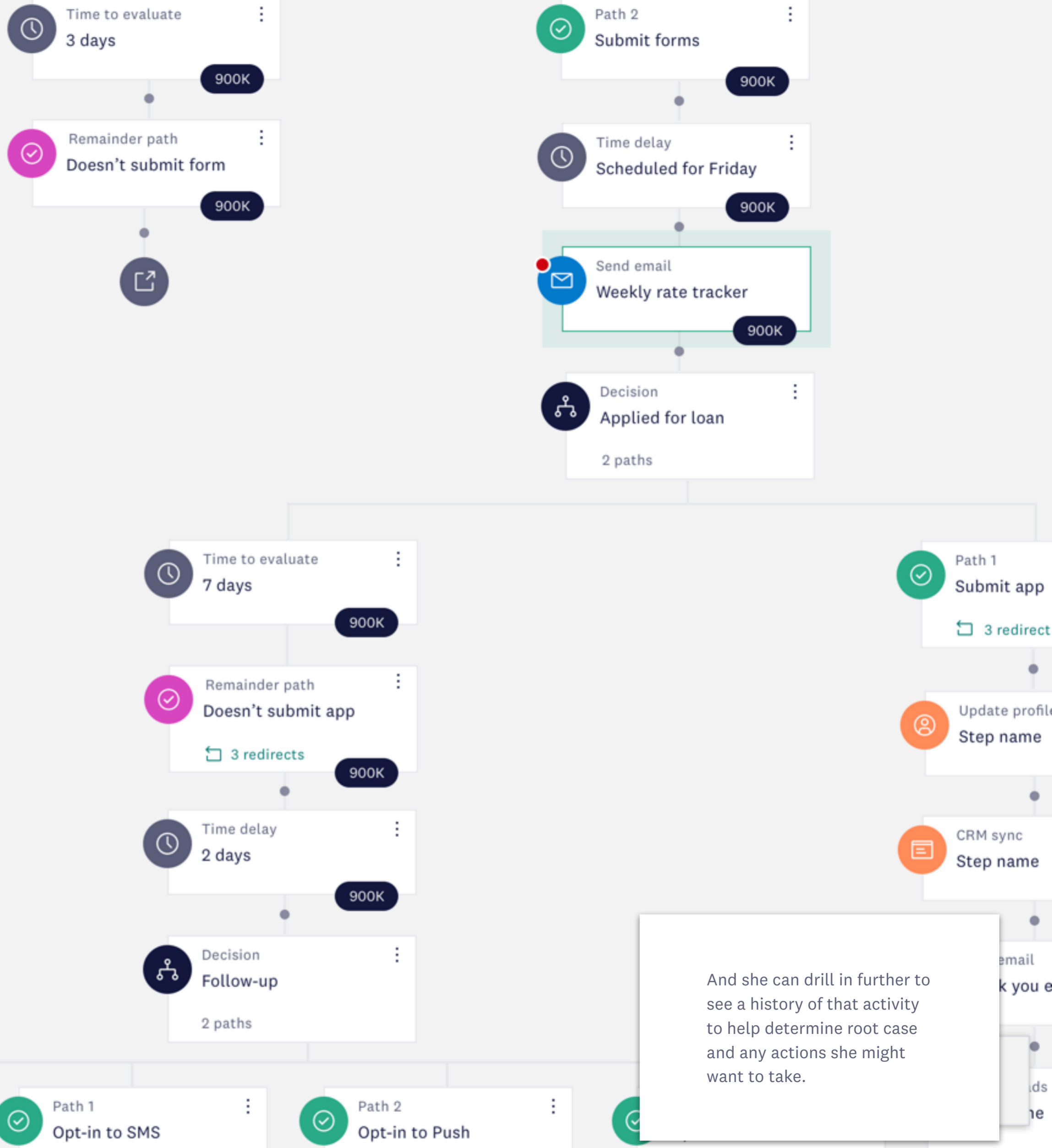
Hard bounces

68



Soft bounces

108



And she can drill in further to see a history of that activity to help determine root cause and any actions she might want to take.

← Back



Clicks (unique)

Metric

Clicks (unique)

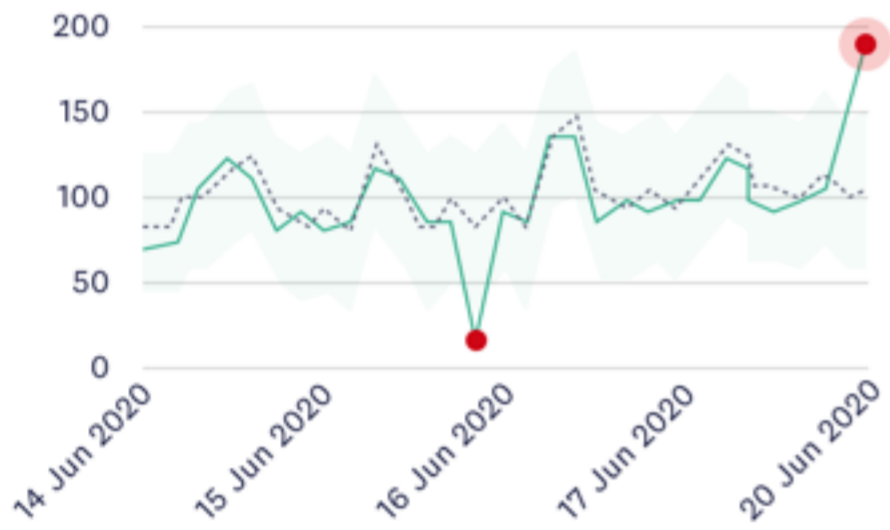


Time range

Past 30 days



● Actual ● Anomaly ● Expected ● Bounds



18 Jun 2020



Increase in clicks

53,4% lower than expected bounds

Actual 200

Expected 115

Bounds 60-149

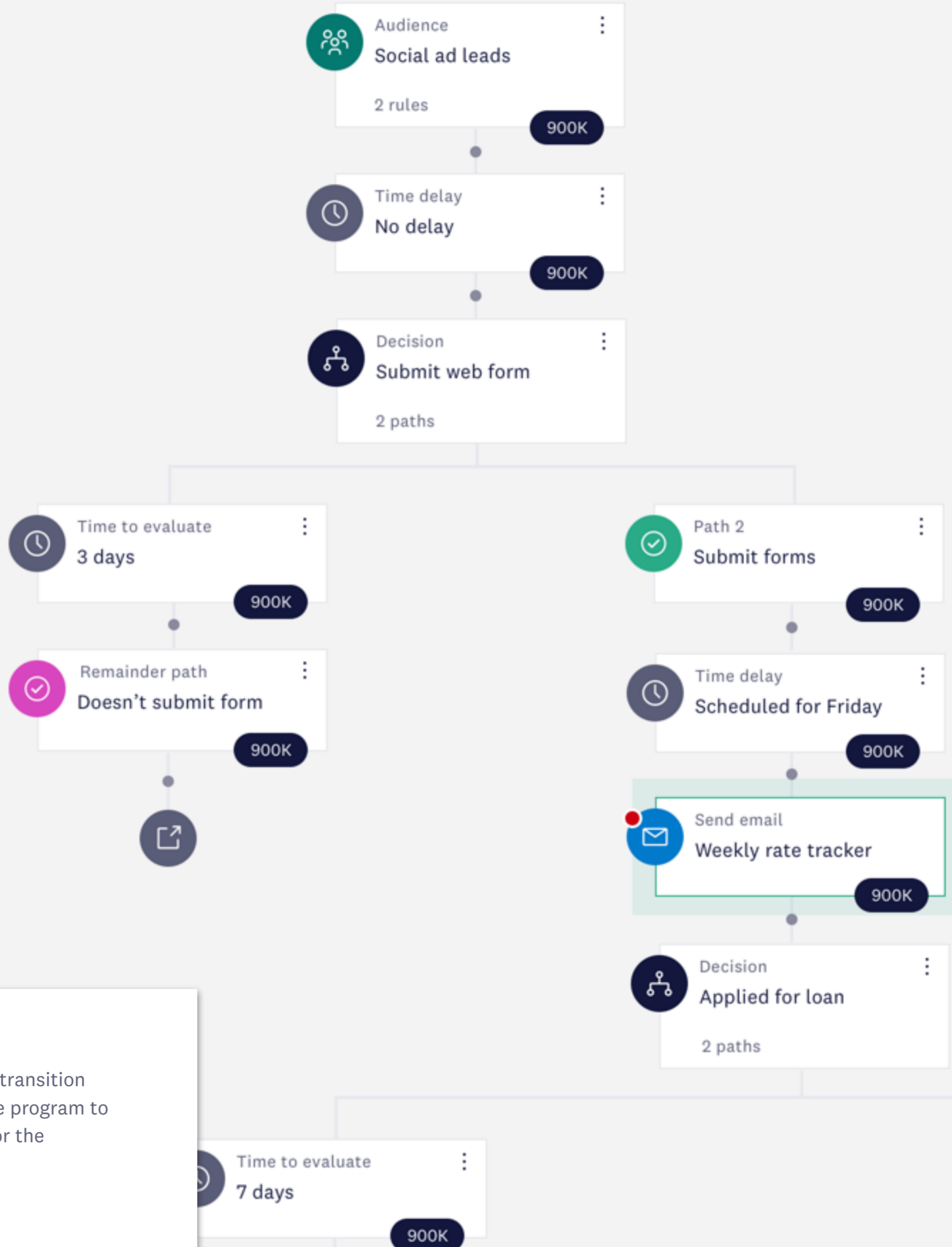
16 Jun 2020

Decrease in clicks

23,2% lower than expected bounds

[View report](#)

It's also easy to transition directly from the program to the full report for the campaign.



3 redirect

Email +

Summer leads



Search reports

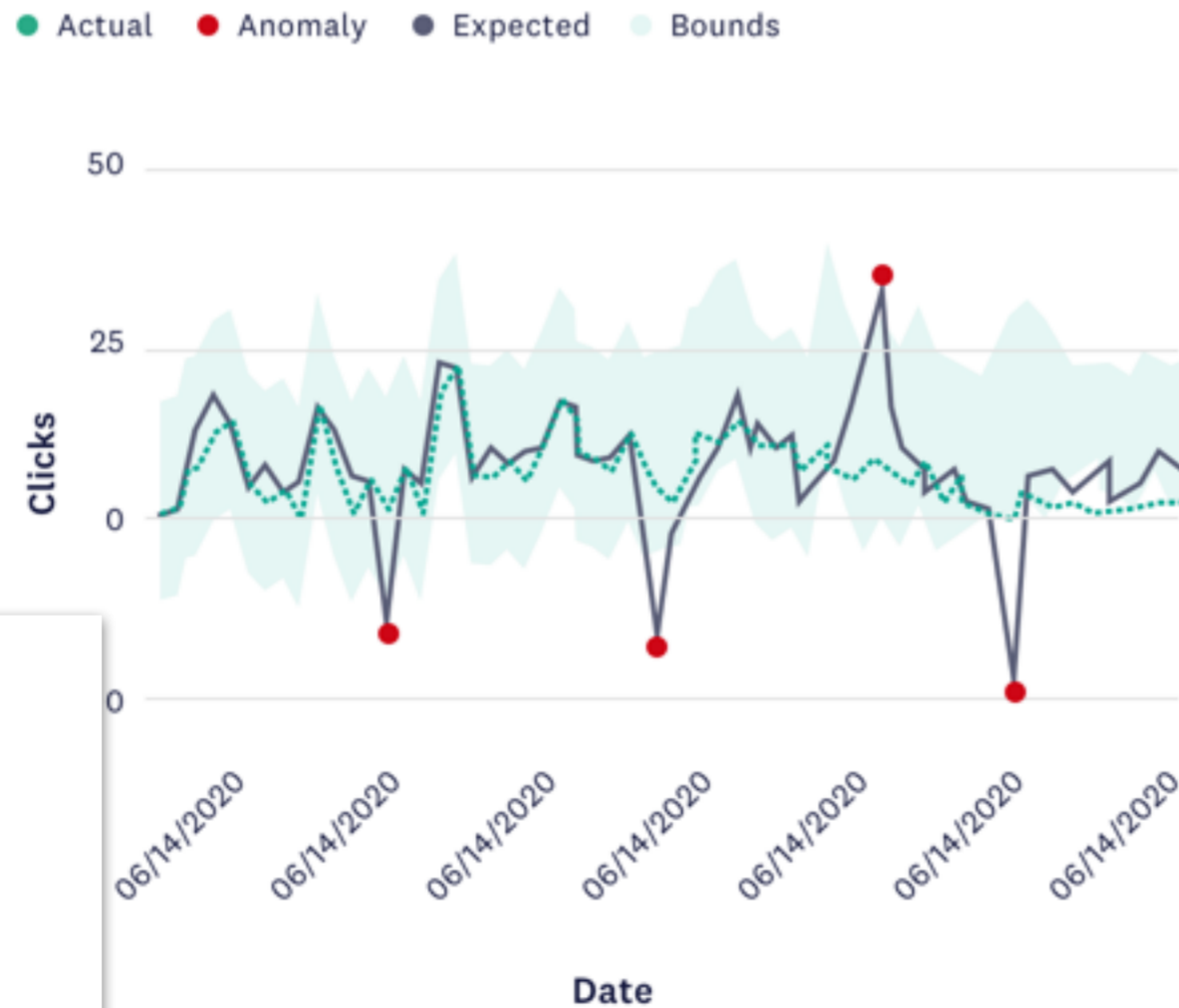
3/9/2020 - 3/9/2020

- ^ Campaigns
 - Email
 - Mobile push
 - SMS
 - Social
- ^ Comparative
- ^ Automated
- ^ Transactional
- ^ Content
- ^ My reports
- ^ Shared reports
- Audiences

Engagement KPIs

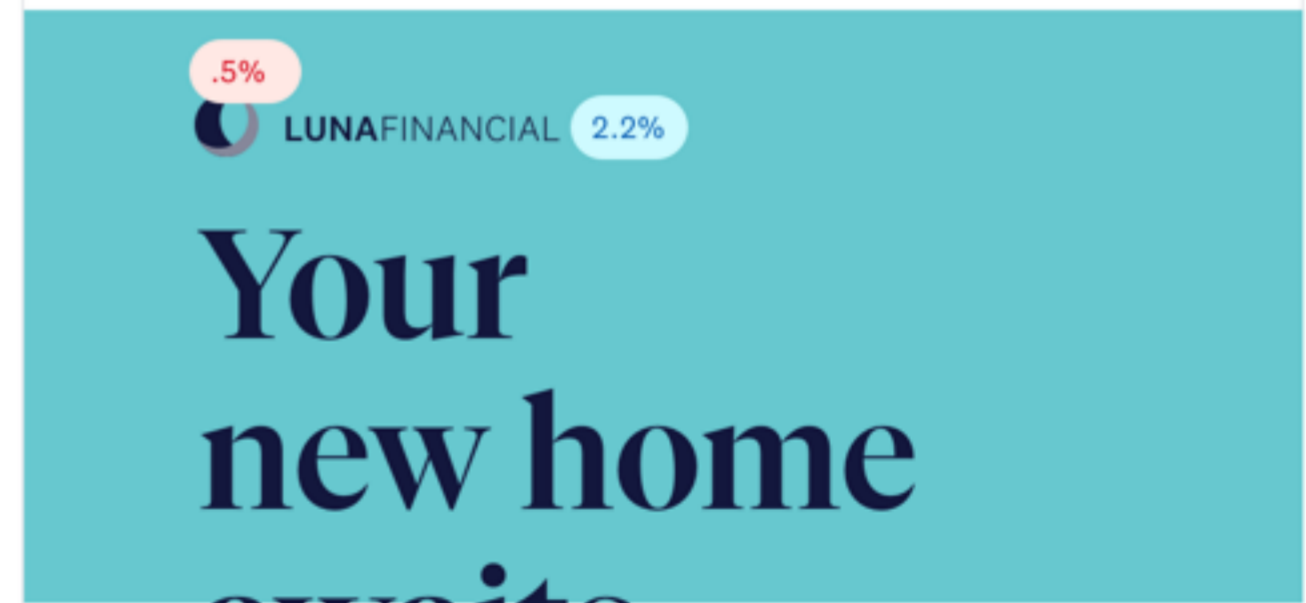
Open rate (unique)	Clicked rate (unique)	Click to open rate	Unsubscribe rate
38.9%	21.3%	38.9%	0.9%

Click to open rate



Heatmap

Most clicked (green), Above average (blue), Below average (red)



Interest rates are at an all-time low.

Starting at 2.9% APR

Apply today 12.8%

In the campaign report, Sonia can analyze opens and clicks, a heatmap of where users are clicking...

Mortgage application process

Overall conversion rate Overall abandon rate

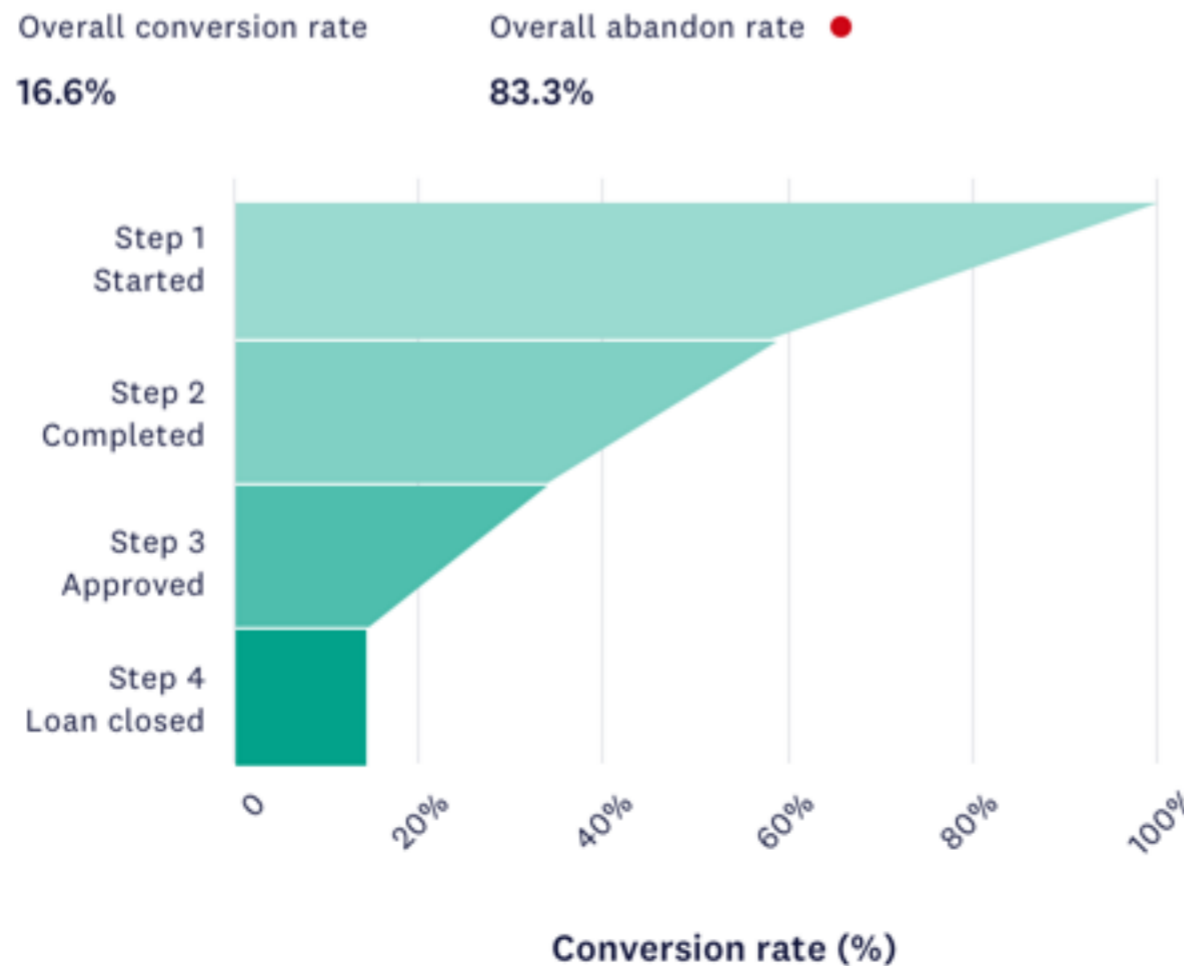
- ▼ Comparative
- ▼ Automated
- ▼ Transactional
- ▼ Content
- ▼ My reports
- ▼ Shared reports

Not only this, she can also pull in relevant analytics that demonstrate the conversion rates for the campaign to the mortgage application process.

Click to open rate



Mortgage application process



Heatmap

- Most clicked
- Above average
- Below average

LUNAFINANCIAL 2.2%

Your new home awaits.

Interest rates are at an all-time low.
Starting at 2.9% APR

Apply today **12.8%**

Looking for a realtor?
Luna Financial recommends 8 realtors in %%Location%%

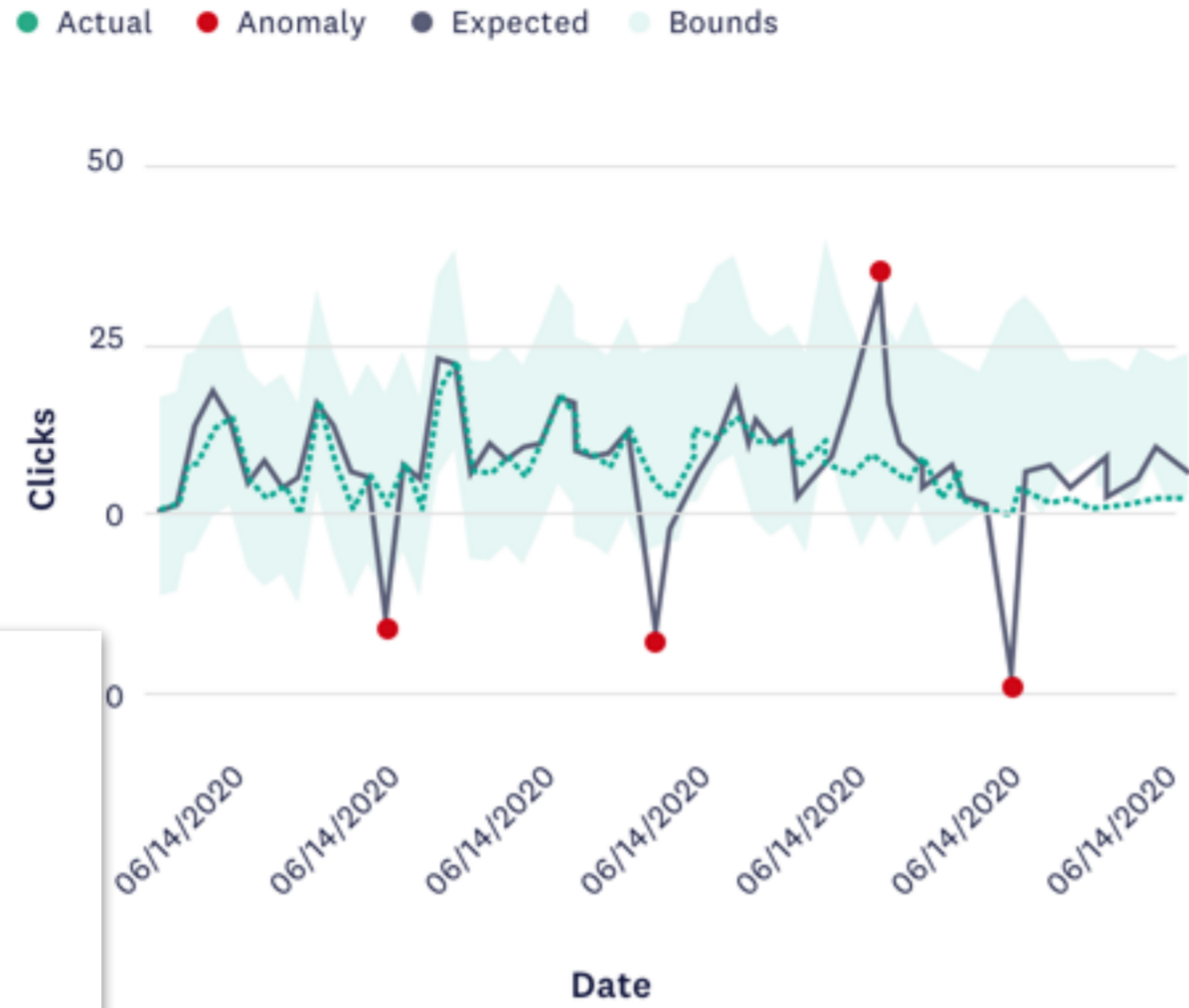
12.8% Explore resources

120 Broadway, 5th Floor, New York, NY 10271
Luna Financial is a direct lender | All rights reserved
NMLS #483201 | NMLS Consumer Access 2020 Luna Financial

Total clicks:	23,291
Clicks (unique)	822
Click rate	12.8%
https://lunafinancial.com/loan	

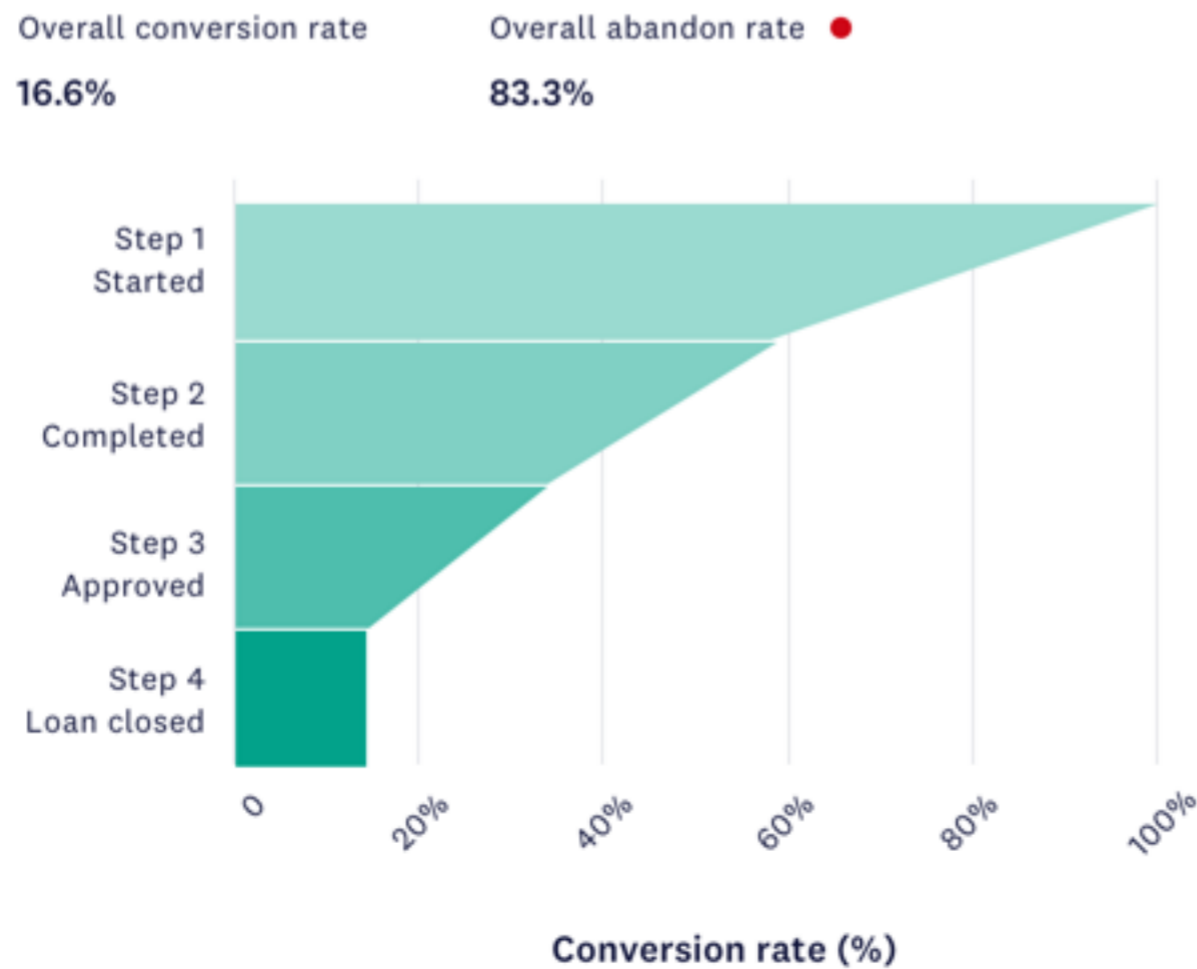
- ▼ Comparative
- ▼ Automated
- ▼ Transactional
- ▼ Content
- ▼ My reports
- ▼ Shared reports
- Audiences

Click to open rate



She notices that overall abandonment rate is much higher than expected.

Mortgage application process



Heatmap

Looking for a realtor?
Luna Financial recommends 8 realtors in %%Location%%

120 Broadway, 5th Floor, New York, NY 10271
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NMLS #483201 | NMLS Consumer Access 2020 Luna Financial

Comparative

Automated

Transactional

Click to open rate

Actual Anomaly Expected Bounds

Heatmap

Most clicked Above average Below average

Session #139090



Replay

Raw data

Timeline

Jul 5, 2020 4:20 PM

Unknown user

4 screens

OS X

Browser: Chrome

Version: 77.0.3865.120

City: Lancaster

Country: United States

Search steps



https://luna-financial/mortgage/app... 4:20:45 PM

https://luna-financial/mortgage/app... 4:21:30 PM

https://luna-financial/mortgage/app... 4:22:55 PM

https://luna-financial/mortgage/app... 4:25:57 PM

https://luna-financial/mortgage/app... 4:26:35 PM



Click - [[Immediately]]

Click - [[\$175,00 - \$200,00]]

Click - [[\$0 - \$10,000]]

LUNA FINANCIAL

1.888.LUNA



STEP 5

Last step. Complete this questionnaire.

Are you a first time homebuyer?

Yes No

When do you plan to purchase?

Immediately

What is the purchase price of the new home?

\$175,000 - \$200,000

What is your estimated down payment?

0-\$10,000

What is your desired type of rate?

Fixed Adjustable

Employment status

Employed

Number of late mortgage payments in the past 12 months?

0

Any bankruptcy in the past 3 years?

Yes

Any foreclosure in the past 3 years?

Yes

Can you show proof of your income?

Yes

Are you currently working with a real estate agent?

Yes



1:24 / 3:45

Loan closed

0 20% 40% 60% 80% 100%

Conversion rate (%)



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Multiple choice field

Label

Hide label

Yes/No

Choice format

Radio buttons

Values

Enter a value

Add

Fixed

x

Adjustable

x

Default value

Fixed

Tooltip

A fixed rate is

Width

Use default width

Customize

Style

Use default style

Customize

Visibility

Visible

Hidden



1.888.LUNA

STEP 5

Last step. Complete this questionnaire.

Are you a first time homebuyer?

Yes No

When do you plan to purchase?

Select one

What is the purchase price of the new home?

Select one

What is your estimated down payment?

Select one

What is your desired type of rate?

Fixed Adjustable

Employment status

Employed

Number of

0

Any bankr

Yes

Any forecl

Yes

Can you show proof of your income?

Yes

No

Are you currently working with a real estate agent?

Yes

No

But this is easy to correct, jumping back to the site composer she adds more information about interest rates, plus updates the program to trigger support if users spend more time than expected at any step

← Previous step

Submit

+ Add content



Email +

Summer leads



Search reports

3/9/2020 - 3/9/2020

- Campaigns
 - Email
 - Mobile push
 - SMS
 - Social
- Comparative
- Automated
- Transactional
- Content
- My reports
- Shared reports
- Audiences

Engagement KPIs

Open rate (unique)	Clicked rate (unique)	Click to open rate	Unsubscribe rate
38.9%	21.3%	38.9%	0.9%

Revenue

Total revenue: **\$2.325M**
 Struggle cost: **-\$32.2K**
 Compared to BAU: **+\$.772M**



Heatmap

● Most clicked ● Above average ● Below average

Conversion rates

loan-app

Several weeks later, Sonia checks in and sees things are running smoothly now. The campaign is proving effective, leads are growing and overall revenue is up.

Email +

Summer leads



Search reports

3/9/2020 - 3/9/2020

Campaigns

- Email
- Mobile push
- SMS
- Social

Comparative

- Automated
- Transactional
- Content
- My reports

Shared reports

Audiences

Engagement (KPI)

Open rate (unique)
38.9%

Unsubscribe rate
0.9%

Revenue

Total revenue
\$2.325M

Actual ● Exp ●



Share report ✕

Email address(es)

jim@lunafinancial.com, eric@lunafinancial.com...

Message

Wanted to share this report. Our summer leads campaign was really successful 🎉!

Cancel
Share

This is a great win for the team and Sonia wants to share this report with her teammates and company executives.

Your new home awaits.

Interest rates are at an all-time low.

Starting at 2.9% APR

Apply today 12.8%

Conversion rates loan-app

