

## MAILER:

**Federal Home Loan Mortgage Corporation  
(FHLMC) (Freddie Mac)**

## OBJECTIVE:

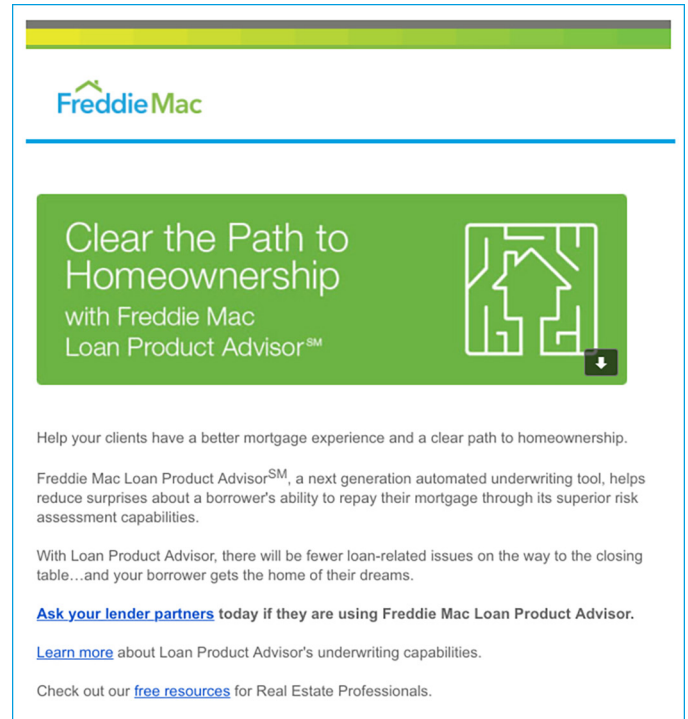
Freddie Mac faced the challenge of increasing awareness and memberships to its Freddie Mac Loan Product Advisor program.

## SOLUTION:

Freddie Mac needed help promoting its Loan Product Advisor tool to mortgage lenders, brokers and other industry professionals who would be interested in superior risk assessment lending software. eTargetMedia planned a strategic email campaign for Freddie Mac that targeted Real Estate Professionals, Real Estate Agents, Real Estate Brokers, Mortgage Brokers and Credit Unions who provide mortgage lending services. The campaign was targeted U.S. Nationwide and reached a highly responsive group of mortgage and real estate professionals who are always researching products that will enhance their company's services. The creative was designed to include the benefits of the Loan Product Advisor tool as well as featuring strong call to actions to help increase conversions.

## OUTCOME:

The Freddie Mac campaign generated very high open and click through rates and was highly successful in increasing awareness about the product as well as delivering leads.



The graphic shows a screenshot of an email campaign for Freddie Mac. At the top is the Freddie Mac logo. Below it is a green banner with the text "Clear the Path to Homeownership with Freddie Mac Loan Product Advisor<sup>SM</sup>" and a white line-art house icon. Below the banner, there is a paragraph of text: "Help your clients have a better mortgage experience and a clear path to homeownership." followed by another paragraph: "Freddie Mac Loan Product Advisor<sup>SM</sup>, a next generation automated underwriting tool, helps reduce surprises about a borrower's ability to repay their mortgage through its superior risk assessment capabilities." Then another paragraph: "With Loan Product Advisor, there will be fewer loan-related issues on the way to the closing table...and your borrower gets the home of their dreams." Below that are two links: "Ask your lender partners today if they are using Freddie Mac Loan Product Advisor." and "Learn more about Loan Product Advisor's underwriting capabilities." At the bottom is a link: "Check out our free resources for Real Estate Professionals."

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