

Activate Smarter Acquisition:

We're powered by LQ Cadence



What is LQ Cadence?

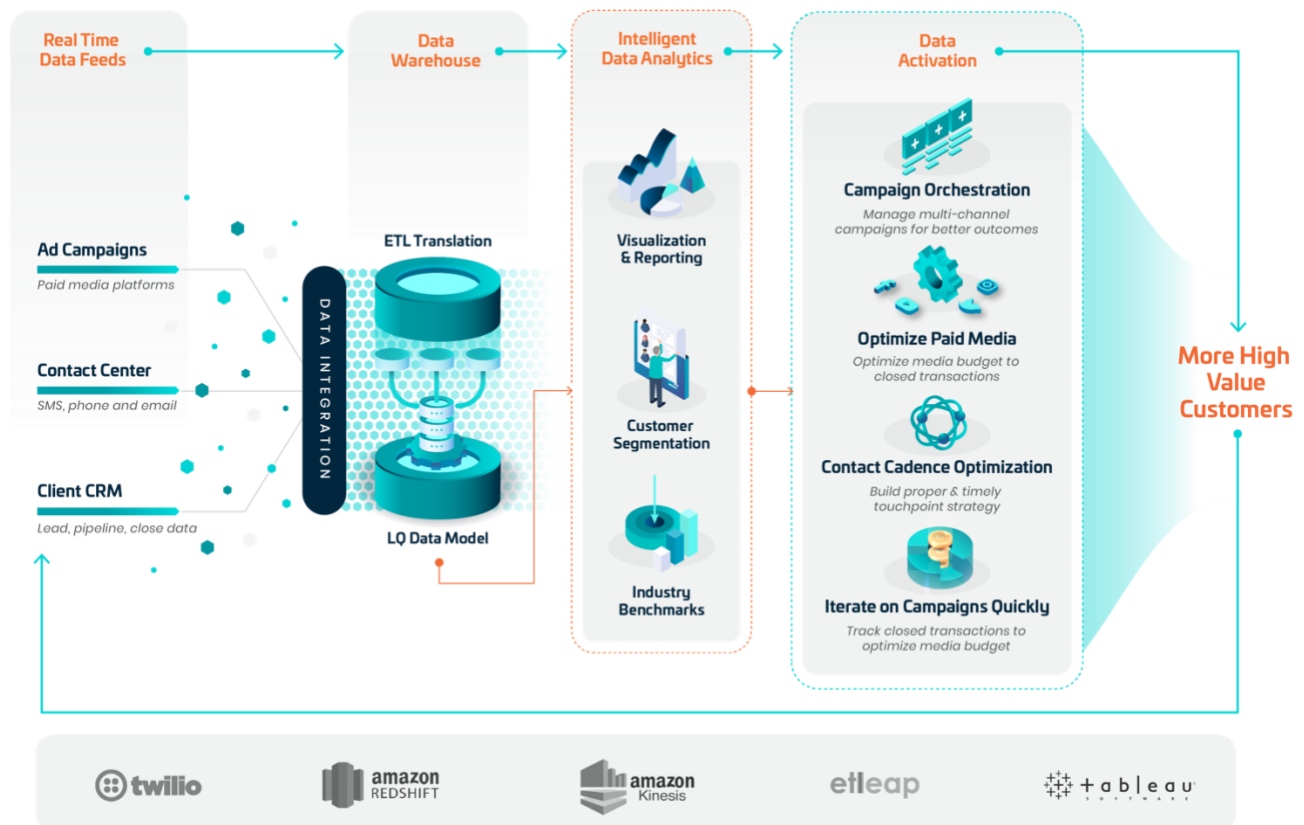
To take your marketing to the next level, you need next-level data: clean, crystal-clear data about your customers, channels, and campaigns. That's where LQ Cadence comes in. It's the data platform underpinning our premium service.

Track how each customer moves down your funnel

Measure how your channels perform from click to close

Benchmark against others in your industry

We use LQ Cadence to organize, synthesize, and analyze each stage of your acquisition process. Our system is based on best-in-class applications, operates safely and securely in the cloud, and is built to drive outcomes.



How it works

LQ Cadence merges diverse data sources and makes it easy to analyze. Here's how:

Merge

First, our tool automatically pulls together data from several sources via API. To name a few, Google, Facebook, Impact Radius, Client CRM systems, and even our call center application.

Structure and store

Next, it translates your data into our structured LQ data model. This lets us track transactions across your funnel, from click to close.

Pivot

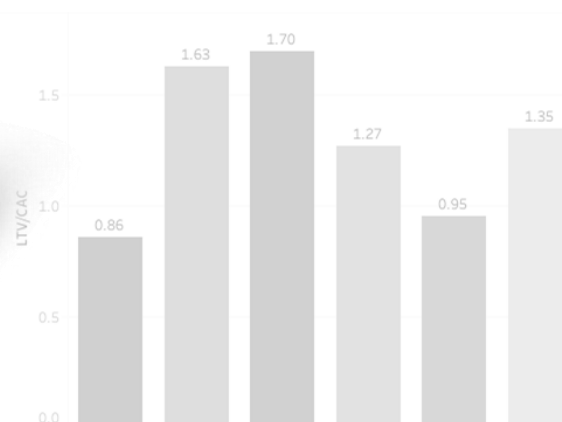
From there, it populates data into proprietary applications like our Superpivot and Customer Segmentation models. These let us assess customer profiles and dive deeper into how each of your channels is performing.

Benchmark

Your data joins a standard language set, which lets us benchmark performance for our clients across industries and at various stages of the funnel. As examples, we can tell you the contact rate for purchase loans or qualification rates for outbound campaigns.

Visualize

Now we're ready to glean those valuable insights. Our tool links to a Tableau visualization layer, which lets us slice, dice, report and analyze your data.



How it helps

All the above helps LQ to maximize your marketing spend and reach your most profitable customers. With LQ Cadence, our media buyers can:



See it all in one place

We translate and merge data from all our clients into one language set and one data model. This lets us benchmark how you're performing against your industry. It also delivers rich dashboards that are easy to interpret and act on.



Maximize your campaigns

Let's us compare marketing tactics and pinpoint which ones are working best, such as how affiliate campaigns deliver for each industry and for each client. When we find out what tends to close, we can shift your portfolio mix to maximize outcomes and marketing effectiveness.



Know your customers

We analyze your audience segments and see how each performs, from the moment they hear about you to their first sale—and beyond.



Iterate on campaigns quickly

We're able to track your closed transactions to help you set stronger strategies, know where to best spend your media budget, and iterate on ongoing campaigns.



Connect with your top customers

We lean on our contact center to orchestrate the proper contact cadence and touchpoint strategy. We take care of making your calls, and sending texts and emails that are optimized for each customer based on what gets the best results.



Spot the best ways to close more leads

We have a real-time analysis of what your customers do at every step of your funnel. Then pump the data and findings from closed leads back into bidding algorithms. This keeps your campaigns constantly improving and getting better with each closed lead.

How we're different

You could spend hundreds of hours—and hundreds of thousands of dollars—deploying your own martech stack. Or you can leverage ours, pay less, and get our expert management at every step. You get digital economists and media experts in your corner who are armed with LQ Cadence, allowing us to interpret your data and apply it to get more customers.

Take advantage of top tools

We've gathered the top digital tools to interpret and act on your strategy. We use [Twilio](#) to power our call center and inbound/outbound SMS solution. This flexible, future-forward tool lets us fine-tune our communication cadence to improve qualification rates. [Tableau](#) lets us visualize large quantities of data much more quickly and powerfully than Excel and teams can easily spot trends and act on usable segments of data. We host our entire architecture on [AWS](#), a powerful enterprise grade platform for running our marketing analytics and contact center operation.

Customize your contact center

We've spent 15 years perfecting our own Agent Desktop that's tailored specifically for customer qualification. Our custom app helps you to track lead to conversion, with robust contact and qualification metrics to highlight where operational improvements must be made. Dynamic scripting allows us to manage different campaigns, by geography or by audience type.

Leverage the power of the call

Not every call ends in a successful transfer. LQ is thrilled to pass on an interested prospect, but even if we don't, there is still value to be gained. Each conversation can yield valuable insight. We customize disposition codes to your business so we can share when pricing, competitors or timing is factor. That's the power of the no.

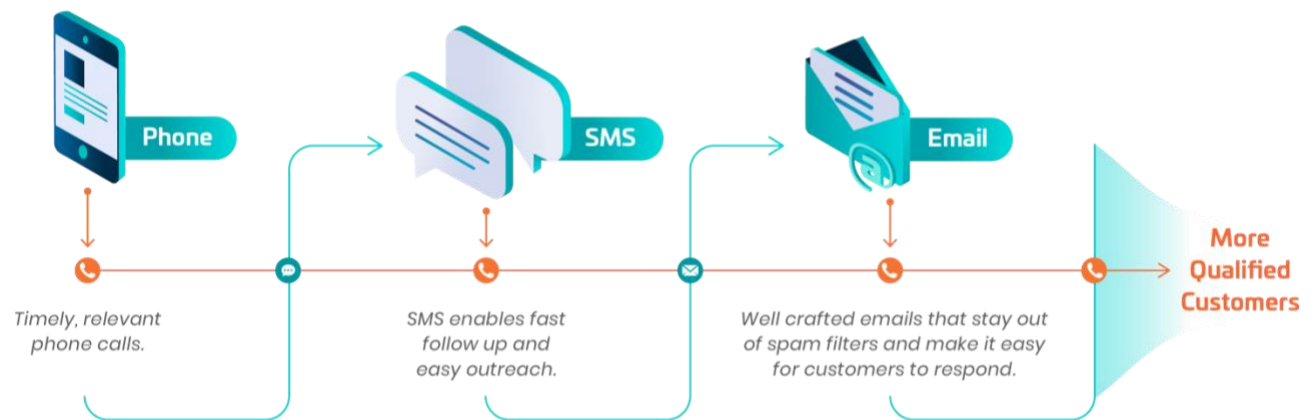
Generate powerful insights from every call



Orchestrate across all channels

No one likes to get spammed with redundant calls, emails, or texts. We make sure everything you send works smoothly together. We orchestrate our campaigns and touchpoints across tactics that work to follow up with your best customers in the way they prefer and tend to respond to.

Orchestrated touchpoints to improve qualification



Stay secure and compliant

Get a trusted partner to help keep your data secure. We stay up to date on the legal ins and outs of GDPR, CCPA and TCPA. We've invested in a dedicated compliance team that follows the SOC framework. That's why some of the largest financial institutions in the world, such as HSBC and PenFed, trust us with their business.

We're Powered by LQ Cadence

When you choose LQ Digital, you get a team of digital economists and contact center specialists, powered by our high-powered data platform LQ Cadence, and ultimately, campaigns executed to achieve the best economic return. All of it is designed with a single purpose: to help you grow.

To learn more or get started, [get in touch](#).