



TRANDOTCOMSM
TRANSACTION MANAGEMENT SOLUTIONS

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FOR IMMEDIATE RELEASE

PREFERRED PARTNERS CONNECT CUSTOMERS TO EFFICIENCIES

TranDotCom's Integration with Re-marketing Firm Reduces Customer Acquisition Costs

KENNESAW, GA – September 10, 2009 – When TranDotCom noticed that a lead re-marketing firm had been able to assist one of its short term lending customers increase loan production by 20%, they knew they had found another best in class provider to invite to participate in their Preferred Partner program.

That company was Salt Lake City Utah based Vantage Pointe. Joining TranDotCom's Preferred Partner stable, Vantage Pointe offers TranDotCom customers a comprehensive marketing re-engagement system that utilizes state of the art automation and a multi-channel direct marketing approach to nurture and re-engage client's prospects.

"Our Preferred Partner program is one of the additional values that we provide our customers beyond our core product offerings in loan transaction systems," explained Brit Treadway, Director Business Development at TranDotCom. "It really ties into the bigger picture of helping our customers operate as efficiently and effectively as possible, leading to higher profitability" he continued.

Through its extensive industry experience, TranDotCom has been able to build relationships and develop integrations with other leaders in the industry to develop its Preferred Partner program. Vantage Pointe's expertise complements other providers in the group, which includes credit bureaus, ACH processors, collection companies, lead generators, new media experts and underwriting service providers.

Vantage Pointe helps lenders by re-mining leads that have been paid for to be developed, but never closed. By re-marketing to leads already purchased and increasing conversions, Vantage Pointe can reduce the actual cost per customer acquisition. The company works primarily with customers in education, personal finance and lending. Utilizing data segmentation, Vantage Pointe delivers targeted messages through direct mail, e-mail campaigns, social media, and hosted webinars to drive in-bound calls to TranDotCom call centers.

"After converting 5% of leads, generally the other 95% are disposed of within four weeks. But on average it will take at least seven contacts to convert a lead into a sale. We help lenders optimize those leads that have been paid for to be developed but never closed, and increase their response rates," according to Carson Poppenger, Founder and Managing Partner, Vantage Pointe.

Poppenger cites the synergy between the two company's missions. "Our goal is to increase the volume and funded loans for our clients. Working with TranDotCom we have the ability to increase efficiencies – resulting in better conversions for their clients, and ultimately more funded loans," he said.

About TranDotCom Solutions, LLC

TranDotCom Solutions is a leader in automated consumer finance transaction processing, providing a full range of consulting, software, support and transaction processing services which allow lenders to be more competitive and highly efficient. TranDotCom Solutions understands and specializes in all of the components of consumer finance lending including payday advance and line-of-credit products. TranDotCom pioneered the industry's first web-based transaction management system and has been processing transactions since 2000, supporting storefront and online lenders in the United States, Canada, the United Kingdom. TranDotCom may be reached at 678-433-1200 or sales@tdcemail.com.

About Vantage Pointe

Vantage Pointe provides lead generation and remarketing services for a broad range of industries including: education, personal finance, lending, software, and insurance services. Vantage Pointe's mission is to increase the volume of leads, reduce per customer acquisition costs, and increase return on investment for their clients' databases. Through its remarketing and lifecycle marketing services, Vantage Pointe assists companies that often struggle to grow their business through optimization of their lead generation activities. Additional information about Vantage Pointe may be found at www.squeezeyleads.com or by contacting 877-794-9447 x 703 or info@SqueezeMyLeads.com.

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