



TRANDOTCOMSM
TRANSACTION MANAGEMENT SOLUTIONS

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FOR IMMEDIATE RELEASE

TranDotCom OFFERS CUSTOMERS LEAD OPTIMIZATION TOOL
Integrated Lending Systems Partnership Enables Lenders To Reduce Acquisition Costs And Optimize Lead ROI

KENNESAW, GA --- November 18, 2009 --- TranDotCom Solutions customers can now have one click access to portfolio analytics and lead generation provided by Integrated Lending Systems, LLC (ILS) of San Francisco CA. TranDotCom and ILS recently formed a strategic partnership to offer TranDotCom lending customers , the basic ILS software package for free.

The ILS system lowers customer acquisition costs by re-marketing to leads that didn't convert to loans or didn't pass underwriting criteria. First payment default and return on investment analysis is used to quickly determine which marketing channels to maintain and which to eliminate from their marketing plans. Both leads generated by Internet pay-for-performance campaigns as well as those obtained through other paid sources may be evaluated.

"Being able to offer the ILS platform gives us the ability to help our customers become more competitive through optimization of their lead generation," according to Andrew Rains EVP, TranDotCom. "Due to this partnership, we are able to provide our customers with the standard version of the ILS software on a complimentary basis," he continued.

A premium version of the portfolio metrics package is also available, which allows lenders to drill down even further into their lead data to analyze performance at a sub-affiliate or PPC ad level. Conversion to the upgraded version can be accomplished in one day coordinating through TranDotCom.

"We were able to develop something very specific to meet a TranDotCom customer's needs because we had real world experience with the TranDotCom platform as actual lenders. We understand short term lending and we understand the TranDotCom system, so the analytics are tightly integrated with TranDotCom's backend" reported Jeff Broderick a co-founder of ILS. The ILS team has over 40 years combined experience in short term lending, as well as Internet lead generation platform development.

One of the unique attributes of the ILS platform is that it enables lenders to monetize their withdrawn leads. Statistically, only one third of the leads a lender purchases actually convert to customers. The ILS system recognizes which leads drop and automatically feeds them back through the proprietary ILS lender network where they are sold.

"Using ILS real time tracking and analytics gives a lender more control over the leads that they purchase. It can help them make timely decisions regarding discarding some sources, and ultimately lowering customer acquisition costs and improving their ROI on the remainder of the leads," Rains maintains.

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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, and the United Kingdom. TranDotCom may be reached at 678-433-1200 or sales@tdcemail.com.

About Integrated Lending Systems, LLC

Integrated Lending Systems (ILS) is the developer of best in class lead generation analytics software for the short-term lending industry. With over 40 years combined experience in both lending and software development, the company provides a platform that helps customers maximize efficiencies in lead generation, identify non-performing lead sources, and capitalize on successful campaigns. For additional information, contact Dave Rosen at 888-248-2897 or visit www.integratedlendingsystems.com

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