

See how Verse increased lead qualification rates by 30% for leadPops with persistent outreach and long term nurture

this is Rachell



Rachell is looking to sell her home

leadPops offers an innovative set of lead generation technology and marketing solutions for Mortgage and Real Estate professionals - bringing a suite of tools and strategy designed to help businesses generate more qualified leads and improve their ROI.

Challenge

While leadPops excels at generating leads and providing a full complement of marketing services, there has always been a missing element: comprehensive lead engagement and nurture. Clients were letting quality leads go to waste by not following up consistently. Given that Leadpops is a service dedicated to generating leads, this gap created a serious impact.

Solution

As a “Lead Conversion as a Service” platform, leadPops turned to Verse’s laser focus on lead engagement and conversion. **“It’s not just marketing - we take the role seriously of being a partner and finding the best solutions for our client to make sure they’re making money from this partnership,”** said Pawlak. Verse brought 24/7 lead engagement powered by innovative tech and authentic human conversation. Integrating seamlessly with leadPops’ existing solutions, Verse solved the follow-up issue, thereby maximizing results and client satisfaction.

Verse quickly connects Rachell with leadPops clients to help sell her home

Hi Steve! Alex here with Simplify Home Loans. We just received your inquiry online. Would you prefer to chat via text message or should I give you a quick call so that I can assist you?

Let me know :)

Text for now, I'm at work.

No problem, texting works. Is this your first time getting pre-approved?

Yes

Got it. Have you found your home or just starting your search?



10 Day Nurture

There are a few openings in the calendar tomorrow - did you want to stop by the office and check things out?

Yes

Great. I have a few questions so I can get you connected. Is now a good time for a call?

Yes

OUTBOUND CALL - SUCCESS

4 Minutes, 30 seconds



Appointment Set

✓ Update CRM

Thanks for your time today! You will receive a confirmation email for your appointment shortly. Have a great rest of your day!

Results

“How fun is it when you get an alert and you get another leadPops lead qualified? It’s addicting!” Verse now serves as an integral part of the services that leadPops provides to the real estate, mortgage, and insurance industries. With Verse fully enabling leadPops’ “we-do-it-for-you” model, the partnership has elevated leadPops’ ability to drive conversions and handle the full lead funnel.



“From a cost per lead perspective, it’s literally a no-brainer. I don’t know how else to put it.”



- Andrew Pawluck,
CEO, leadPops



CONVERSATIONS THAT DRIVE LEAD CONVERSION

Engage, qualify and convert your prospects with conversations powered by our unique blend of people and smart technology.

-  Instant 24/7 response
-  Appointment Booking
-  CRM integrations
-  Custom scripts
-  Real-time insights

For more info on how it works,
visit verse.io/how-it-works

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Once qualified, we connect Rachell
to Scott, who's ready to help!