

Empresa FCA BFSI IFPRU com 10 anos de idade





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A empresa está focada principalmente na geração de leads BFSI, sendo totalmente autorizada pela FCA para atividades relacionadas a empréstimo de crédito.

Está operando no Reino Unido há mais de uma década e trabalhando com os melhores vendedores do Reino Unido, IFAs, empresas de empréstimos líderes e bandas relacionadas a empréstimos para sênior.

A empresa gera leads relacionados a garantia de proteção, PMI, proteção de renda, hipoteca, empréstimos provisórios etc

Antes do FCA, era regulada pelo Gabinete de Comércio Justo (OFT) e o Ministério da Justiça (MoJ).

Recursos principais

1. Autorização total da FCA, licença para atividades de empréstimo de crédito. Totalmente cooperante com o ICO também.

2. 400k+ usuários que usaram nossos serviços para comprar um dos produtos BFSI com grande garantia de vida (LTV min. média de £3k incluindo recomendações, trocas ou atualizações de novos produtos) se cultivado e servido in-house usando nossa plataforma automatizada de geração de leads iLDS.

3. 10+ websites para usuários com 800+ páginas de entrada customizadas, micro templates, materiais de propaganda e ativos digitais.

4. Contas ativas de alto gasto (£1.5 million+) no Google & Bing com um histórico de performance que vai até 2011. Cobranças mensais de crédito de até £100k, pode ser estendido baseado em gastos futuros. Essas contas antigas com altos gastos proporcionam uma vantagem competitiva sobre o custo de aquisições de baixo valor de novos consumidores dado seu grande histórico de performance em comparação a novas contas.

5. Nossa plataforma in-house de gestão de dados e análises, iLDS (Integrated lead distribution system) gerencia todas as integrações, oferta e demanda, performance de marketing, canais de venda, prospectos e conformidade com o GDPR, atualizações, performances de departamentos etc do cliente de maneira diária. Possui acesso restrito ao usuário e os funcionários podem checar a performance de seus departamentos (financeiro - projeção vs entrega) em tempo real para melhorar a performance de maneira diária.

6. Codebase e IP - Tech Stack: Angular, ASP.NET Core, django, AWS, DynamoDB, SQL, Flutter, Twilio

BUSINESS TYPE
Financial Services

COUNTRY
Reino Unido

BUSINESS ID
L#20220264

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