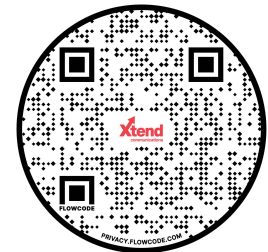


# Convert your likes into leads with **OLLE.**

## What is it?



**OLLE (OnLine Lead Engine)** is a contest generation software designed to engage your digital audience and convert their survey responses into leads.



## Features & benefits



### 1. More engagement

OLLE contests are interactive and rewarding. They tend to get more views and clicks than regular emails, and more engagement on social media than regular posts.

### 2. Flexibility

Members can join your OLLE contest on any of their devices, and can be joined via social media, email, text, or a link on your website.

### 3. Contest creation is a snap

Accessing the OLLE control panel is simple, and contests can be created quickly with a simple drag-and-drop interface. Take direct control and run as many contests as you like!

### 4. Real-time data collection

OLLE captures user data and displays it in readable charts and graphs to help you make informed marketing decisions.

### 5. Customizable contests

The questions and content of your contest are totally up to you. And with a number of templates and color schemes, you can customize your contest to match your brand.

### 6. Built-in loan calculator

If a participant indicates they're looking for a loan, a calculator will help them understand your rates and estimate their payments.

### 7. Customizable forwarding

Leads can be automatically sent to the right inbox based on submitted answers. Loan leads go the loan department, checking leads go to member service, etc.

### 8. Preset templates

Get started quickly with ready-made survey templates with topic such as Checking Accounts, Mortgages, Auto Loans, Credit Cards and more!

**Interested?** Visit [xtendcu.com/communications](http://xtendcu.com/communications) to learn more about our offerings!

6000 28th Street, Grand Rapids, MI 49546

[xtendcu.com](http://xtendcu.com) • [info@xtendcu.com](mailto:info@xtendcu.com) • 1-866-981-4983

