

**“Verse’s ease of use
and effectiveness is
second to none.**

**They increased our
client’s lead
qualification rate
by 109%!”**

this is James



James is looking for a lender through one of
Flying V’s clients

Flying V Digital Marketing Group is one of the top marketing agencies in the west. With offices in Orange County and Phoenix, Flying V generates and discovers leads via digital marketing efforts like SEO, paid media, web design, and social media.

Challenge

As Flying V was generating large amounts of leads for their clients, their feedback was consistent. Clients would say the lead quality was suspect and complained that too much time was wasted figuring out if the leads were even qualified to make a purchase or participate in their services. Flying V felt like they had to find a way to guarantee lead quality to their clients and fine tune their own ad campaigns with information from qualified leads.

Solution

Flying V found Verse through a fellow marketer who also used Verse for their Facebook ad campaigns. They decided to hire Verse to handle their lead qualification on behalf of their clients so they could improve their client retention and create more credibility with the leads they generated.

Verse quickly connects James with Flying V's Real Estate and Lending client via SMS.

Hi James.! Alex here with Gus Corona Real Estate & Financing. You had inquired about our services on Facebook. Would you prefer to chat via text message or should I give you a quick call so that I can assist you?

Still interested?

Yes

Great! Is this your first time getting pre-approved?

No

Got it. Have you found a home yet?

Not yet

Great, I just have a few questions so I can get you connected with an experienced mortgage consultant. Has your employer changed within the last 2 years?

No

Thanks. And is your credit above 580?

Yes

Got it. And lastly, when would be the best time for one of our team members to contact you and discuss next steps?

Any time

Does noon tomorrow work for you?

Yes

Great, I have all of the information I need and I will have Henry reach out to you on your confirmed appointment. By the end of that call we'll have a better understanding of your investment goals and what your financing options are. I hope you have a great rest of your day!

Thank you. You too

Qualified

Note: Lead came in during after hours

Results

Flying V Group now offers a premium lead generation service for their clients because of Verse. They've been able to eliminate the pain point of lead qualification and their clients are now able to focus on appointments with qualified prospects. Flying V has been able to scale their business tremendously and have opened a new office in Phoenix as they continue to grow.

“ We are able to save our clients time and money because we are only delivering the best of the best leads to their inbox and their calendar (with Verse).



Robb Fahrion

Partner

Flying V Digital Marketing Group

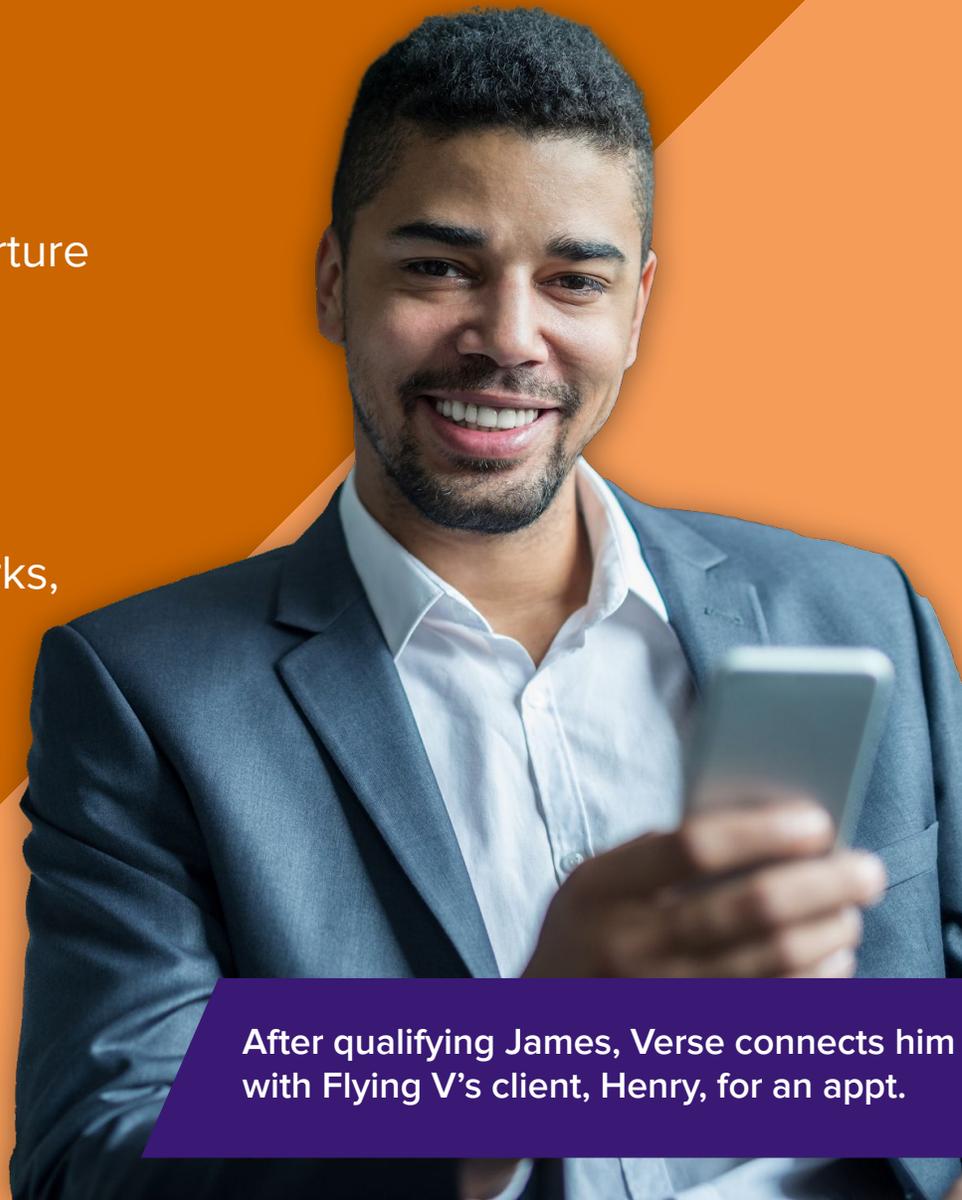
109%
Lead
Qualification
Increase

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
-  Live call transfers
-  Custom scripts
-  Real-time insights
-  Up to 6 month lead nurture
-  CRM integrations

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



After qualifying James, Verse connects him with Flying V's client, Henry, for an appt.