

The Gibraltar Mortgage Group

Insurance

Consolidates Address Silos to Spearhead Sales Campaigns



Company Profile

The Gibraltar Mortgage Group is a real estate services agency headquartered in Houston, Texas, providing mortgage, insurance and title services to real estate professionals and other customers.

The Gibraltar Group comprises of three entities – Mortgage, Insurance and Title. It has been operating as a group since 2001, offering professional residential and commercial title insurance, closing services and qualified intermediary services for a range of real estate transactions.

As a subsidiary of GH III Management and a sister company of **Better Homes and Gardens** Real Estate Gary Greene, Gibraltar Group has won 12+ accolades and awards for exceptional customer service and satisfaction owing to its two-decades' plus worth of experience in the industry.

Business Use Case

Gibraltar Group aimed to position itself as a complete service provider to clients requiring mortgage, insurance, and title services. The leads for its solutions, obtained from Gary Greene, however, were not converting into customers despite asking Gary Greene real estate agents to refer to Gibraltar Group's services.

This prompted the need to identify best-fit customers from various leads lists for cross-sell and up-sell initiatives. To do so efficiently, however required a **single view of customers** across multiple data points to distinguish warm prospects from inactive or cold leads.



Industry

- Insurance



Challenges

- Lack of a standard address format.
- Frustration of manually correcting addresses.
- Inability to identify leads for sales.



Application

- Pinpoint the right prospects for cross-sell and up-sell initiatives.



Technology Stack

- Azure Data Factory
- PostgreSQL database
- Azure Cloud-Based Solution



Impact

- Standardized all address data under a single view.
- Easily segment warm prospects from cold for campaigns.
- Saved considerable time through automation of address standardization.

Challenges Faced

The Gibraltar Group had data coming in from a variety of sources. In each, customers were filling their address details without any set structure. For example, some address details consisted only of lane numbers; others only had street number and so on – resulting in a lack of a standard address format.

The lead enterprise architect tried manual coding to standardize and correct the hundreds of addresses. But this led to **hours lost verifying addresses** and dismal marketing campaign performance. Automating the address standardization tasks in **PostgreSQL** was also attempted, but it was not simple due to the scale of data in the system. All address data was arranged in silos and the absence of a customer master record made verifying addresses slow and frustrating.

Solution Criteria

Consolidating addresses from disparate sources under a single centralized repository with a set format necessitated the need for a data matching solution with **robust address standardization capabilities**.

Gibraltar Group began researching different vendor tools but chose Data Ladder's **DataMatch Enterprise** as a potential solution capable of ingesting data from multiple sources, automating address standardization at scale, and producing a single master record for easy navigation. The defining criteria for choosing DataMatch over other vendors were the following:



Point-and-click interface

The solution had to be intuitive enough to be used easily not only by data professionals but also the marketing department for campaigns.



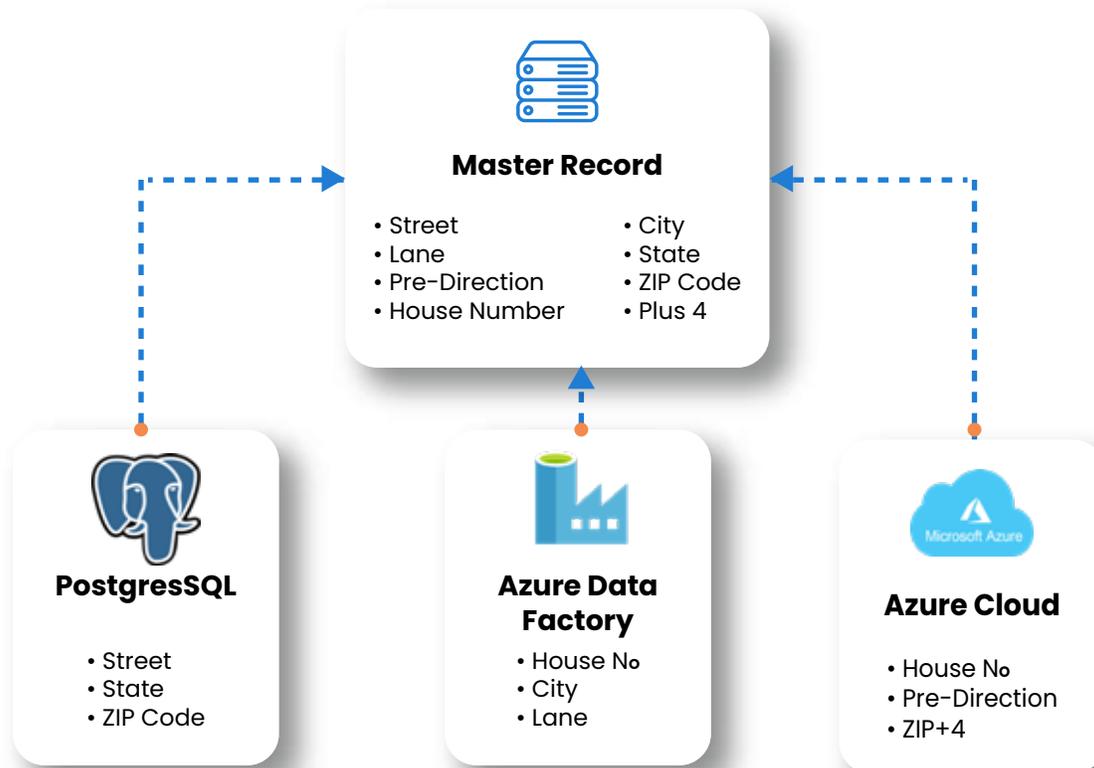
Advanced Automation

Batch processing of address verification and standardization tasks had to be executed daily using automation to relieve manual coding efforts.



Cost-Effectiveness

The software also had to be reasonable from a cost standpoint to justify **a high return on investment** for the project.



DataMatch Enterprise proved to be a major step forward for Gibraltar Group’s sales and marketing prowess. Prior to deployment, centralizing data from different sources was cumbersome. This meant identifying the right prospects for mortgage and insurance services was a dead end.

Now, data ingestion was seamless, and the goal of a single database of addresses was a possibility. DataMatch Enterprise provided a solid foundation to lay the groundwork for address validation for Gibraltar Group’s campaign requirements. What would have taken forever to fix if done manually was now being done at a fraction of the time.

Thanks to DataMatch Enterprise, identifying leads that are a not a good fit for Gibraltar Group became a far smoother process. Now the marketing team can simply segment it and load into the CRM for nurture marketing campaigns.

“Datamatch enterprise was a breakthrough for my troubles and gave life to my project. Merging from multiple sources became a reality. It made possible for us to think about the up-sell and cross-sell initiatives”



Karthikeyan Patchamuthu
 Director of Business Intelligence
 The Gibraltar Group



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