

Greenlight, Mortgage27 partner to deliver analysis of online search behaviour in the mortgage market

LONDON, UK: Leading independent digital marketing agency, Greenlight, is delighted to announce a partnership with [Mortgage27](#), to provide, via subscription to the companies' Mortgage Market Intelligence Reports, a detailed monthly analysis of online search behaviour relating specifically to the mortgage sector.



The Greenlight / Mortgage27 partnership aims to deliver analysis of online search behaviour in the mortgage market. (Image: Italo Europeo, via Wikimedia Commons)

This analysis is powered by Greenlight's award winning [Hydra](#) technology, a unique cloud based platform that analyses consumer activity across multiple online channels.

Hydra delivers detailed data analysis on which websites, advertisers, and brands are the most visible in the Google UK Natural Search, Paid Media Listings, and Social Media when consumers search for mortgage-related terms.

This new analysis will complement the other data that forms Mortgage27's Mortgage Market Intelligence Reports. Via these reports, subscribers are able to analyse historic trends in Mortgage Product rates and criteria (dating back to 2004), view the latest and historic trends in online search inputs (such as average Loan to Value being requested, average income levels stated, and most popular time of day of searches), as well as an analysis of output results, i.e. which products, and Lender brands, are seen most frequently by consumers online.

The reports are primarily subscribed to by Lenders, who use them to analyse the position of their product range and criteria versus competitors, to identify changes in demographic trends that they can exploit, and to analyse how changes in product rates and criteria increase their market reach in the online environment.

James Tucker, Managing Director of Mortgage27, commented: "Mortgage 27's existing subscribers are delighted with our decision to deliver these reports digitally. We know the value they place on the content and how important it is to their

businesses, and we wanted to help maximise the usability of that data. The additional layer of search-related intelligence that the partnership with [Greenlight](#) brings to our reports, will help us deliver the best possible service".

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