LendMail Advisors

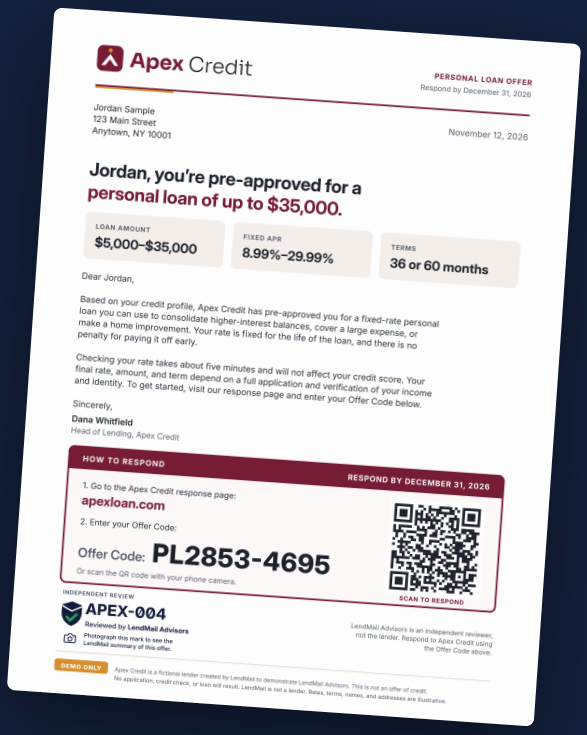
PILOT INVITATION · FOR DIRECT MAIL LEADERS

Give your mail offers a trust signal at the moment of decision.

Print the LendMail Advisors independent-review mark on your offers. Recipients photograph it, see an independent summary, and land on *your* response page with the offer code already filled in.

We're inviting a small number of lenders to pilot it, free of charge, with the results shared back to you.

Free pilot | Results shared with you



APEX-004

Reviewed by **LendMail Advisors**

Photograph this mark to see the LendMail summary of this offer.

LendMail is an independent third party, not a lender.
Example shown: Apex Credit, a fictional lender.
www.lendmail.fit

THE PROBLEM

Good offers go unanswered.

A pre-approved offer can reach exactly the right person and still lose them before they respond. Three things get in the way.

1

Ignored

A mailed offer competes with everything else on the counter. Many get a glance and then go straight in the recycling.

2

Distrusted

Consumers are told again and again to watch for loan scams. A “pre-approved” letter can look like a risk, especially from a brand they don’t know well.

3

Tedious to act on

Typing a web address and a 10-character code on a phone adds friction just when interest peaks. One wrong character and the response can lose its attribution.

THE OPPORTUNITY

Add third-party social proof to the page itself.

Before they act, people look for an independent signal: star ratings, review badges, a trust mark from a site they recognize, the way shoppers look for Trustpilot reviews or NerdWallet ratings. Mailed offers almost never carry one.

LendMail Advisors puts an independent-review mark right beside your response box. The recipient photographs it, sees LendMail’s short independent summary of your offer, and goes on to your response page with the offer code already copied and filled in.

So social proof shows up exactly when the recipient is deciding whether to trust the letter, and the last step to responding takes one tap instead of careful typing.

OUR HYPOTHESIS

An independent-review mark at the moment of decision raises response, and it makes responses cleaner.

This is what the pilot is built to measure: a test cell that carries the mark against a control that doesn’t. We don’t claim a lift figure until your own data shows one.

Your offer stays yours. LendMail is an independent third party, not a lender. You keep your own response address, offer codes, application and credit decisions.

HOW IT WORKS

Four steps from mailbox to your response page.

1

You print the mark

Your offer carries the LendMail Advisors mark and a campaign mark code (for example APEX-004), placed beside your own response box per our brand guide.

2

They photograph it

The recipient takes a photo of the letter with the LendMail scanner on their phone. There's no app to install.

3

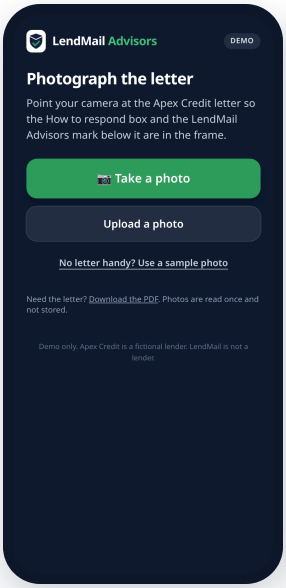
Independent summary

LendMail confirms the mark matches your offer and shows a short independent summary, with the copy reviewed with you before launch.

4

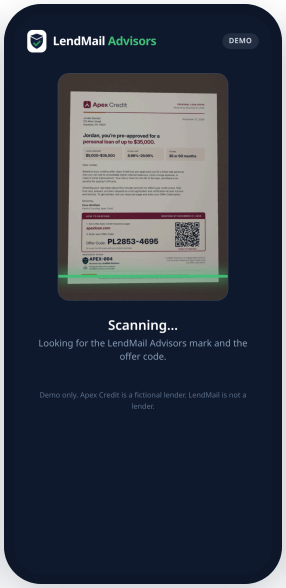
Handoff to you

One tap copies your offer code and opens *your* response page with it filled in. Your application takes over from there.



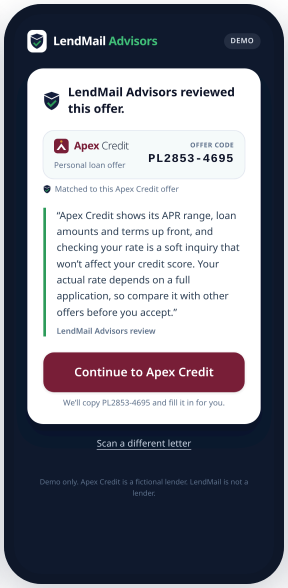
STEP 2

Open the scanner



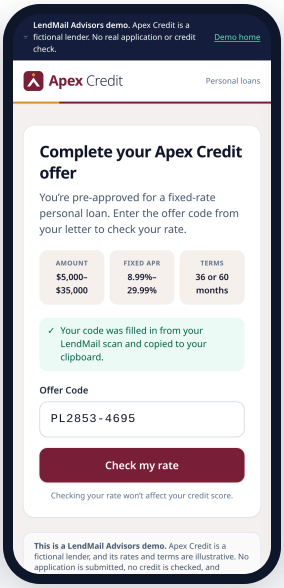
STEP 2

Photo of the letter, scanning



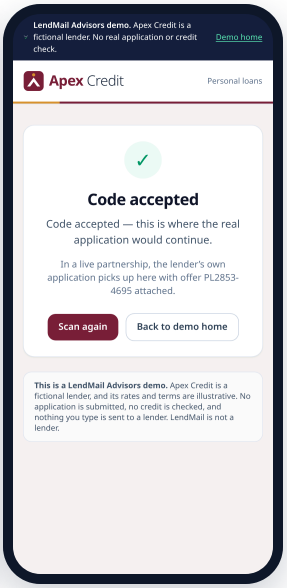
STEP 3

"LendMail Advisors reviewed this offer"



STEP 4

Lender page, code pre-filled



STEP 4

"Code accepted"

FOR THE RECIPIENT

An independent third party vouches for the offer before they act, and the code is already in the box when they get to you.

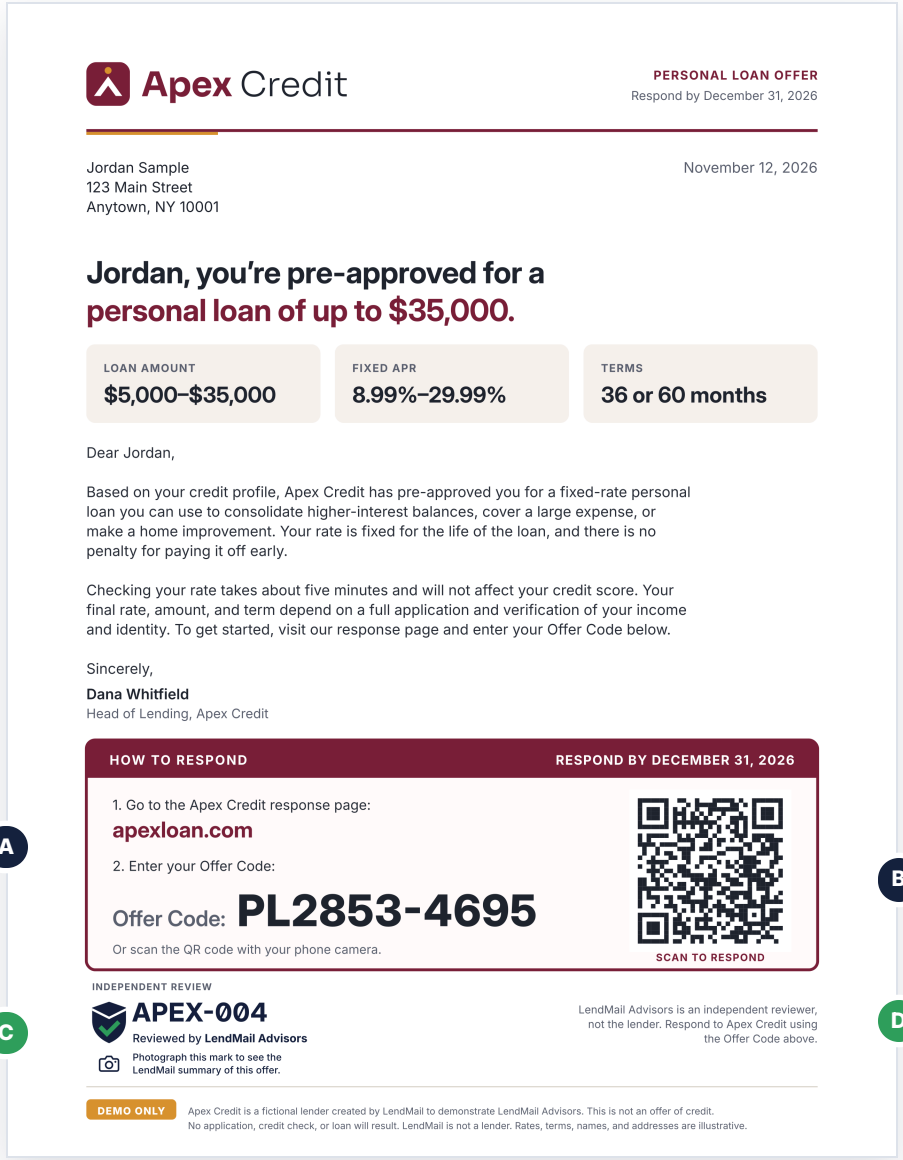
FOR YOU

Nothing changes in your response page or application. You get a trust signal on the page and a measurable scan-to-handoff funnel.

Screens from the live demo at www.lendmail.fit/demo/scan using the fictional Apex Credit letter. In a pilot, step 4 opens your own response page and application.

EXAMPLE MAIL PIECE

Your call to action stays primary. The mark adds the proof.



Apex Credit

PERSONAL LOAN OFFER
Respond by December 31, 2026

Jordan Sample
123 Main Street
Anytown, NY 10001

November 12, 2026

Jordan, you're pre-approved for a personal loan of up to $35,000.

LOAN AMOUNT	FIXED APR	TERMS
$5,000–$35,000	8.99%–29.99%	36 or 60 months

Dear Jordan,

Based on your credit profile, Apex Credit has pre-approved you for a fixed-rate personal loan you can use to consolidate higher-interest balances, cover a large expense, or make a home improvement. Your rate is fixed for the life of the loan, and there is no penalty for paying it off early.

Checking your rate takes about five minutes and will not affect your credit score. Your final rate, amount, and term depend on a full application and verification of your income and identity. To get started, visit our response page and enter your Offer Code below.

Sincerely,
Dana Whitfield
Head of Lending, Apex Credit

HOW TO RESPOND — RESPOND BY DECEMBER 31, 2026

1. Go to the Apex Credit response page:
apexloan.com

2. Enter your Offer Code:

Offer Code: **PL2853-4695**

Or scan the QR code with your phone camera.

SCAN TO RESPOND

INDEPENDENT REVIEW
APEX-004
Reviewed by LendMail Advisors
Photograph this mark to see the LendMail summary of this offer.

LendMail Advisors is an independent reviewer, not the lender. Respond to Apex Credit using the Offer Code above.

DEMO ONLY — Apex Credit is a fictional lender created by LendMail to demonstrate LendMail Advisors. This is not an offer of credit. No application, credit check, or loan will result. LendMail is not a lender. Rates, terms, names, and addresses are illustrative.

A

B

C

D

A — Your response address and offer code
The lender's own web address (here, apexloan.com) and Offer Code PL2853-4695 stay the primary way to respond. Nothing about your response path changes.

B — Your QR code
Keep any QR or vanity URL you already use.

C — LendMail Advisors mark + mark code
A compact independent-review mark with a campaign code (APEX-004) and the camera line: "Photograph this mark to see the LendMail summary of this offer."

D — Clear disclosure
"LendMail Advisors is an independent reviewer, not the lender." Recipients know who is vouching for what.

APEX-004
Reviewed by **LendMail Advisors**
Photograph this mark to see the LendMail summary of this offer.

Supplied as print-ready art

For the pilot, LendMail provides the mark and code artwork, placement and size specs, and approved copy from the LendMail Advisors brand guide.

Demo only. Apex Credit is a fictional lender created by LendMail for this demonstration; the letter is not an offer of credit. The address apexloan.com is printed for illustration only. It isn't operated by LendMail or connected to this demo, and in the demo the QR code and scanner open a sample Apex page on lendmail.fit.

WHAT YOU GET

More trust, less friction, better data.

Third-party social proof

An independent-review signal on the page at the moment the recipient decides whether to trust the offer.

Fewer typing errors

The offer code is read from the photo, copied and filled in for the recipient, so responses arrive with the right code attached.

Scan analytics

Scans, mark matches and handoffs to your response page, broken out by mark code so each cell or version can be read on its own.

No change to your application flow

Your URL, your codes, your underwriting. LendMail doesn't take applications or make credit decisions.

THE FREE PILOT

A clean test against control, at no cost to you.

1 **Choose a campaign and a test cell**
The test cell carries the mark. A control cell mails the same offer without it.

2 **LendMail provides the assets**
Mark and unique code artwork per the brand guide, print specs, summary copy for your review, and the scanner set up for your offer.

3 **You mail as usual**
Same lists, same response page, same application. Only the mark is added to the test cell.

4 **We share the results**
LendMail reports scans, mark matches and handoffs to your page. You measure response lift, test against control, in your own systems, and we review the readout together.

PILOT COST

$0

- No fees for the pilot
- Mark and code assets provided
- Scanner and summary set up for your offer
- Scan and handoff report shared with you
- No change to your application

Questions the pilot answers: does the mark lift response against control? Do scanned responses carry fewer code errors? How many recipients scan and continue?

What we ask in return: a test and control split on one campaign, and a top-line read of response for test against control (shared at your discretion), so we can review the results together. Nothing else.

TRY IT YOURSELF

See it work in about a minute.

Experience exactly what your customers would: open the sample letter, photograph it with the LendMail scanner, and watch the code arrive on the lender's page.

1 Print or open the letter

Print it, or open it on a second screen.

www.lendmail.fit/demo/apex-letter.pdf

2 Scan it with your phone

Open the scanner and photograph the letter. No printer? Use the sample photo.

www.lendmail.fit/demo/scan

ABOUT LENDMAIL

A free consumer utility that makes financial decisions easier.

LendMail has been seen by tens of thousands of borrowers and used by thousands to explain their offers and help guide them to the best offer for them.

Try it: photograph any mail offer at **www.lendmail.fit/bot**

SCAN TO TRY

START A PILOT

Let's put the mark on your next campaign.

Tell us about an upcoming mail drop. We'll set up the assets and scanner for your offer and agree on the test design with you, all free of charge.

LendMail

rich@offercrew.ink

www.lendmail.fit/contact

LendMail is owned and operated by OfferCrew LLC.

APEX-004

Reviewed by **LendMail Advisors**

Photograph this mark to see the LendMail summary of this offer.

LendMail is an independent third party, not a lender, and does not make credit decisions. The LendMail Advisors mark is not a guarantee of approval, rates or terms. Pilot results depend on your campaign, and response lift is measured by the lender. Apex Credit is a fictional lender used for demonstration only. Trustpilot and NerdWallet are trademarks of their respective owners, mentioned only as examples of third-party trust signals; no affiliation or endorsement is implied.