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*Elaine Forth, Head of Marketing Communications, edeus.*

Launched in September 2006, edeus was set up by some of the industry’s leading specialist mortgage experts. They identified an opportunity to communicate exclusive products to intermediaries using cutting edge technology. The name ‘edeus’ is a combination of ‘e’, for its online systems, and ‘deus’, which is Latin for ‘creator’.

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**The need**

Having developed a cutting edge technology solution which provides an online mortgage application decision and offer in minutes, edeus needed a new communication channel that would deliver both generic and exclusive mortgage products rapidly, in a high impact way.

Relying on email or waiting for intermediaries to visit their website could result in competitors reaching their audience first and ultimately lost revenue. What edeus required was a new communication channel that could proactively push information to their audience.

When edeus launched in September 2006, their goal was to be the market leaders in specialist mortgage provision with the largest range of mortgages available in the market. Their strategy for achieving this was through cutting edge technology. They wanted an innovative ‘best of breed’ solution that would enable them to provide intermediaries with the widest possible choice of communication channels to supplement their state of the art online system.

**“Feedback in the market is extremely positive.”**



“We had worked with Skinkers before and had been impressed with their work. It was a natural choice to ask them to develop an application for communicating with our audience.”

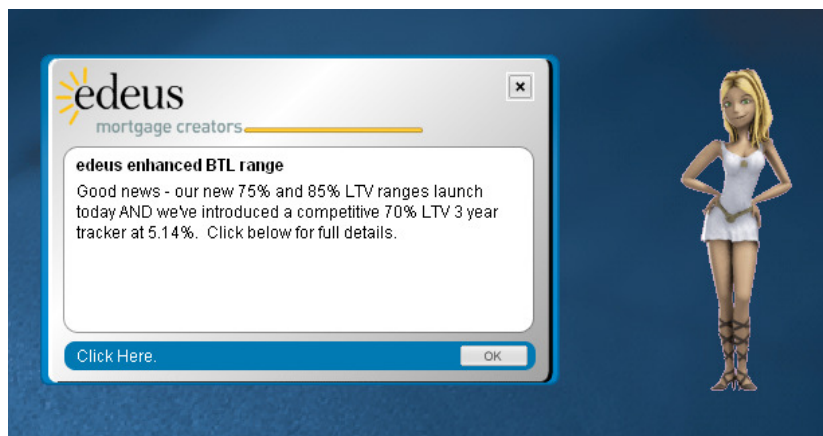
## The solution

Skinkers provided edeus with a direct-to-desktop event notification and content delivery solution. The edeus Skinker is an innovative way of communicating and distributing information directly to the desktop of intermediaries, reducing the need for them to visit the edeus website. Specific content, in a wide array of media, can be pushed out to intermediaries on an individual, specific distribution channel or updates can be pushed out to intermediaries on a generic basis.

edeus are now able to deliver personalised product offers and news (RSS) feeds to intermediaries at the right time with visibility and impact. Messages can include text, audio, pictures and video to their intermediaries regardless of whether they are online. The lightweight application can be downloaded from the edeus website:

[http://download.skinkers.com/installers/edeus/Install\\_edeus\\_Messenger\\_1.0.0.exe](http://download.skinkers.com/installers/edeus/Install_edeus_Messenger_1.0.0.exe)

### Example of a message sent through the edeus Skinker:



## The results

edeus are the first specialist mortgage provider to deliver database driven personalised product offers directly to their brokers in a timely and high impact way. In a very short space of time they have become regarded among the leaders in specialist mortgage provision to intermediaries. Although it is early days, having only been launched to the market for five months, the number of intermediaries installing the personal messenger as their priority channel for product updates is rising dramatically each week.

“Skinkers technology has enabled us to realise the full potential of our technology solution and helped us to achieve great revenue figures. Not only are we able to deliver personalised mortgage offers in minutes, we can ensure that when they are delivered, they are seen and acted on by the intermediaries. Feedback in the market is extremely positive and further developments are planned for next year to keep edeus at the cutting edge of new emerging channels.”

### Key benefits

- The number of registered intermediaries installing the messenger has risen by an average of 30% each week.
- Exclusive product update messages to our key accounts have generated CTRs of 50-60% which exceed product launch email CTRs.
- Messages delivered regardless of whether the intermediary is online.
- Prioritised and direct opt-in communication channel.
- “Software as a Service” gives edeus complete control of campaigns without the overhead of IT support and maintenance.
- Intermediaries have a choice of 3 formats of message interface to select according to their preference.

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