



Turn more opportunities into stronger relationships & revenue

Follow up targeted outreach with a seamless application journey that encourages higher conversion rates and realized growth. MeridianLink® Access integrates with MeridianLink® Engage to link consumers directly from personalized offers to pre-filled applications that simplify the path to submission.



SMOOTHER EXPERIENCE

Boost completion rates with streamlined applicant journeys via personalized URLs (PURLs) that deliver pre-approved offers, secure authentication, and pre-filled applications.



EFFECTIVE REENGAGEMENT & RECOVERY

Reduce abandonment and drop off with omnichannel recapture flows and direct links to in-progress applications.



BETTER CAMPAIGN PERFORMANCE

Reach more qualified consumers and improve conversions with pre-approval targeting and application flows aligned to campaign goals.

From **Apply** to **Submit** in 2 minutes

With MeridianLink Access, consumers can complete applications in as little as 2 minutes and 15 seconds.

How it works

Enhance campaign effectiveness with a clear path to act on tailored offers.

1

GENERATE

Engage uses core and third-party data to generate personalized campaign offers via PURLs across multiple channels.

2

INITIATE

Pre-approval consumers click their personalized link to move directly into their unique offer page.

3

AUTHENTICATE

Engage identifies the consumer, retrieves their data, and redirects to the offer page. For non-authenticated sources, Access confirms identity through last name, DOB, and last four digits of SSN.

4

APPLY

From the offer page, consumers complete their pre-filled application, populated with data from Engage to save time and effort.

Create multiple application paths to suit diverse needs with configurable workflows, customizable templates, and consistent branding across channels.

29%

increase in conversion-to-completion rates

Learn how MeridianLink Access and MeridianLink Engage work together to improve campaign outcomes with efficient, intuitive application experiences.

REQUEST A DEMO