

Improving Lead Quality with Real-Time Debt Intelligence



Banks.com sees 30-point increase in qualified leads to approved applications rate for auto loans.

Banks.com is a digital financial concierge and lead-generation platform designed to help individuals and small businesses navigate personal finance, banking, and lending options. It provides a high-performance media and conversion platform built for financial brands, enabling lenders and financial institutions to find and match with qualified customers for their financial products.

Banks.com partnered with Spinwheel to improve the quality of its leads by delivering verified, real-time debt profiles to ensure the right customers are able to match with the right financial products.

The Challenge

Banks.com was created to provide a better way to match consumers with the right financial products.

According to founder and CEO Chris Snyder, the core challenge was delivering consumers with verified intent, the right credit profiles, and authenticated identities to financial institutions so that initial intent turns into approved applications and funded loans.

However, instead of forcing consumers to go find all of their information and fill out lengthy forms, the Banks.com team wanted to transform the process — eliminating friction for consumers and matching them with lenders that can actually help them.

At the same time, a large portion of leads from acquisition partners like Banks.com typically fall into a broad bucket that results in low conversion rates and application approvals. Or, lenders have to spend significant time and resources to qualify leads from consumers who were never verified and ultimately don't even meet the criteria for that product.

Banks.com wanted a solution that could enable the lenders and financial institutions it works with to verify consumers and create an accurate profile of their current liabilities quickly and easily.

"It needs to be automated," says Chris Snyder. "And, you can't do any of that without Spinwheel on the front end."

Key Results

- Average of 65% rate of qualified leads to approved applications rate for auto loans
- 3X increase in the rate of funded loans
- Improved data accuracy and more complete credit profiles
- Reduced friction for consumers and improved trust

The Spinwheel Partnership

With Spinwheel, Banks.com is able to transform generic leads into verified identity, confirmed credit profiles, and matched criteria to deliver high-quality leads to its clients.

Spinwheel enables Banks.com to deliver:

- Capture a complete picture of customer debt in one place
- Qualify customers more accurately based on total unsecured debt
- Verify identities for each consumer based on OTP confirmation
- Show real-time credit data, including credit score, loan balances, rates, etc.

The Impact

Since launching with Spinwheel, Banks.com has seen significant improvements to its conversion rates from qualified leads to approved applications to funded loans.

For example, Banks.com saw an average of about 40% leads to approvals for its auto leads business in 2025 prior to Spinwheel. Today, it averages 65% each month — with a peak rate of 79% in March 2026.



This is f**ing crazy. A nearly 80% lead to approval rate. Probably no one in the business can say that."

— CHRIS SNYDER, CEO AND FOUNDER OF BANKS.COM

Similarly, the percentage of approved applications to funded loans was only 2% to 3% prior to Spinwheel. As of March 2026, the rate of funded loans has increased to more than 9% — a 3x increase.

Products Used: Spinwheel Connect, Spinwheel Profile