

## FOR IMMEDIATE RELEASE

### THINK WALLET REVEALS SCALABLE SOLUTION TO REDUCE FUNDING COST OF PERSONAL LOANS



**LOS ANGELES** - April 9, 2018 - [ThinkWallet.com](http://ThinkWallet.com) announced today at [LendIt Fintech USA](http://LendIt Fintech USA), the world's leading event in financial services innovation, that it has solved the problem many lenders currently face:

Overspending to attract leads that can't qualify for their personal loan products.

Starting with a deep understanding of the personal loan consumer journey, Think Wallet curates web traffic based on demographic data and past behavior to identify motivated potential borrowers. These leads are then filtered based on detailed underwriting criteria provided by the lender, as well as human quality control checks, giving lenders complete control over the leads and their costs.

LendIt Fintech USA, a gathering of more than 6000 industry professionals in San Francisco, showcases the leaders in innovation across financial services including the digital banking, fintech, blockchain, and lending industries.

For more information about Think Wallet, visit [ThinkWallet.com](http://ThinkWallet.com).

### ABOUT THINK WALLET

Established in 2016, Think Wallet makes easy work of finding personal loan borrowers at the zero moment of truth - right when they're ready to convert - by segmenting them based on common life stages like debt consolidation, planning a wedding or honeymoon, renovating their home, auto repairs, and having a baby.

### ABOUT LENDIT FINTECH

LendIt Fintech is a recognized global internet finance industry leader, founded in New York in 2013. Its aim is to gather industry elites to discuss and explore latest trends in the development of international financial technology.

For more information, tickets and sponsorship opportunities, please visit [www.LendIt.com](http://www.LendIt.com).

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