ratesmatter.

PARTNER BRIEF

A CLEARER PATH TO THE NEXT FINANCIAL MOVE

Be part of their next financial move.

Help people understand their options, compare the tradeoffs, and decide what comes next.

EXPLORE THE EXPERIENCE

Useful answers. Practical tools.

RatesMatter brings financial education, planning tools, and product comparisons into one consumer journey.

28
Educational guides

11
Calculators

Rate Lab
Personal refinance target

FROM A QUESTION TO A NEXT STEP

01

Understand the goal

Start with the decision the reader wants to make.

02

See the economics

Compare costs, payments, and clear assumptions.

03

Explore the fit

Review product details, fees, and tradeoffs.

04

Choose the next step

Continue to the provider through a labeled link.

Home lending first.

HELOCs, home equity loans, refinance, and mortgages.

Also: banking, credit cards, and personal loans.

Start with a focused pilot.

For lenders, advertisers, and media partners. Each format is proposed and subject to an agreed scope, terms, and launch review.

01 **Qualified clicks**

Connect a relevant product placement to an approved provider destination. Agree valid-click rules, attribution, and reporting.

02 **Consumer inquiries**

Build a clearly disclosed handoff with named recipients, validated contact details, consent records, and delivery / acceptance rules.

03 **Sponsored placements**

Use clearly labeled placements with approved creative, campaign dates, and reporting. Keep sponsorship distinct from editorial content.

DEFINE THE PILOT TOGETHER

Product & audience

Products, service areas, current rates and fees, disclosures, and creative approval. Planned acquisition: search content and paid campaigns, subject to approval.

Commercial fit

Valid clicks or leads, duplicates, rejected records, refunds, budget, pacing, and pilot duration.

Data & delivery

Named recipients, consent, API / CRM needs, retention, security, consumer requests, and suppression.

Launch & measurement

Approved destinations, attribution, reporting, success criteria, acceptance tests, and launch sign-off.

WHAT IS READY TODAY

The educational site, tools, and 15 sourced real-product listings across five categories are available to explore. Each listing is labeled Editorial, Sponsored Listing (advertiser or referral program), or Paid Placement; RatesMatter may earn a commission, bonus or other compensation from labeled links, and compensation does not determine sorting. Rates are dated snapshots, not a live feed. Provider links route through RelayYield; conversion imports, lead delivery, and billing require separate configuration and agreed terms. Traffic, conversion rates, and delivery volumes are not represented or guaranteed.

Let's explore the fit. info@ratesmatter.com