

# 2025 Online Customer Journey: Home Equity Loans & Lines of Credit (HELOC)

## How the Customer Journey Shifted in 2024 Compared to 2023



The way consumers search for and engage with home equity loans and lines of credit (HELOCs) has evolved significantly over the past year. As economic conditions shift and home values fluctuate, more homeowners are considering HELOCs as a financing solution. However, their digital journey has changed, with increased competition and new consumer behaviors emerging. This white paper leverages 2024 data compared to 2023 to highlight these shifts, providing banks, credit unions, and financial institutions with key insights on optimizing their digital marketing strategies.

As a Google Premier Partner, mhp.si has over 50 years of experience in strategy, performance, and results for financial institutions. By leveraging TraDigital™ marketing, we ensure that financial brands reach the right audience with the right message at the right time, maximizing ROI.

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## 1. Awareness Stage: Search Interest and Discovery

Search volume for HELOCs has increased by 22% year over year, with 68% of all searches happening on mobile. Searches peak in July, aligning with seasonal demand for home improvement and debt consolidation, while CPCs range from \$9.28 to \$10.56, peaking in December during year-end financial planning.

### Marketing Insights

- Consumers now encounter an average of 4.2 competitors in their HELOC search, representing a 9% increase in paid competitors year over year. This heightened competition underscores the need for strong differentiation in ad messaging, interest rates, and loan terms.
- Financial brands should prioritize Google Search Ads, focusing on high-intent queries.
- A mobile-first strategy is essential, given that 68% of searches happen on mobile.
- Competitive months like December require strategic bidding to maintain visibility.

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## 2. Consideration Stage: Ad Engagement & Consumer Evaluation

Ad impressions have grown by 32%, with 70% occurring on mobile. Clicks have increased by 27%, showing strong engagement with paid search ads. Notably, desktop clicks have risen by 21%, indicating that users frequently finalize applications on larger screens.

### Marketing Insights

- Compelling ad copy should highlight key differentiators like low interest rates, flexible withdrawal terms, and quick approval processes.
- Localized targeting can drive higher engagement for lenders offering region-specific home equity products.
- Google's advanced audience targeting (Customer Match, In-Market Segments) should be leveraged to engage high-intent homeowners.

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## 3. Decision Stage: Mobile-Driven Conversions

Mobile remains dominant, with 74% of all clicks occurring on mobile devices. Consumers prioritize features such as loan calculators, interest rate comparisons, and fast online applications to guide their decision-making.

### Marketing Insights

- Ensure a seamless mobile loan application experience with minimal friction and secure digital verification.
  - Retargeting campaigns should re-engage users who abandon HELOC applications before submission.
  - Utilize Google Performance Max and YouTube ads to enhance brand visibility and lead generation.
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## 4. Activation & Retention: Post-Loan Engagement

While search interest peaks in July, CPCs surge in December, indicating a seasonal interest in HELOCs for financial planning and home renovations. Consumers actively seek loan management tools, refinancing options, and personalized financial insights.

### Marketing Insights

- First-party data is a key resource for lenders, enabling them to expand customer relationships beyond initial loans and personalize future offerings.
  - Financial institutions should develop content marketing strategies around home equity utilization, debt management, and investment opportunities.
  - Leveraging data-driven insights can improve customer retention and lifetime value.
  - Ongoing engagement through email, app notifications, and digital marketing can reinforce brand loyalty and encourage future borrowing.
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## Key Takeaways for HELOC Lenders & Financial Institutions

1. Dominate Mobile Search – With 68% of queries and 74% of clicks occurring on mobile, a mobile-first strategy is crucial.
  2. Optimize Paid Search Campaigns – Rising ad depth and increasing CPCs mean HELOC lenders must refine early-stage bidding strategies.
  3. Capitalize on Seasonal Trends – Peak search interest in July and high CPCs in December highlight the importance of seasonal targeting.
  4. Leverage mhp.si's Google Premier Partner Benefits – Early access to Google's beta features ensures continuous campaign innovation.
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## Get More ROI on Your HELOC Marketing Campaigns

mhp.si delivers high-performance Google Marketing Platform 360 solutions, ensuring lenders get the most from their digital advertising. Future-proof your business today with mhp.si!



**strategy. performance. results.**

As a Google Premier Partner, we ensure financial institutions maximize their digital marketing ROI by efficiently allocating budgets to drive impactful results. Our precise targeting capabilities leverage Google's advanced audience segmentation, including custom audiences, affinity targeting, and in-market segments, to reach prospective borrowers at the right time. With real-time campaign analysis, we identify opportunities for optimization and continuously improve performance. Under our Doppio® system, Google Marketing Platform 360 is integrated to provide an omnichannel approach to reporting, allowing us to refine campaign effectiveness on the fly while ensuring ethical, FLA-compliant, data-driven strategies. Partner with us to stay ahead in 2025 and beyond.