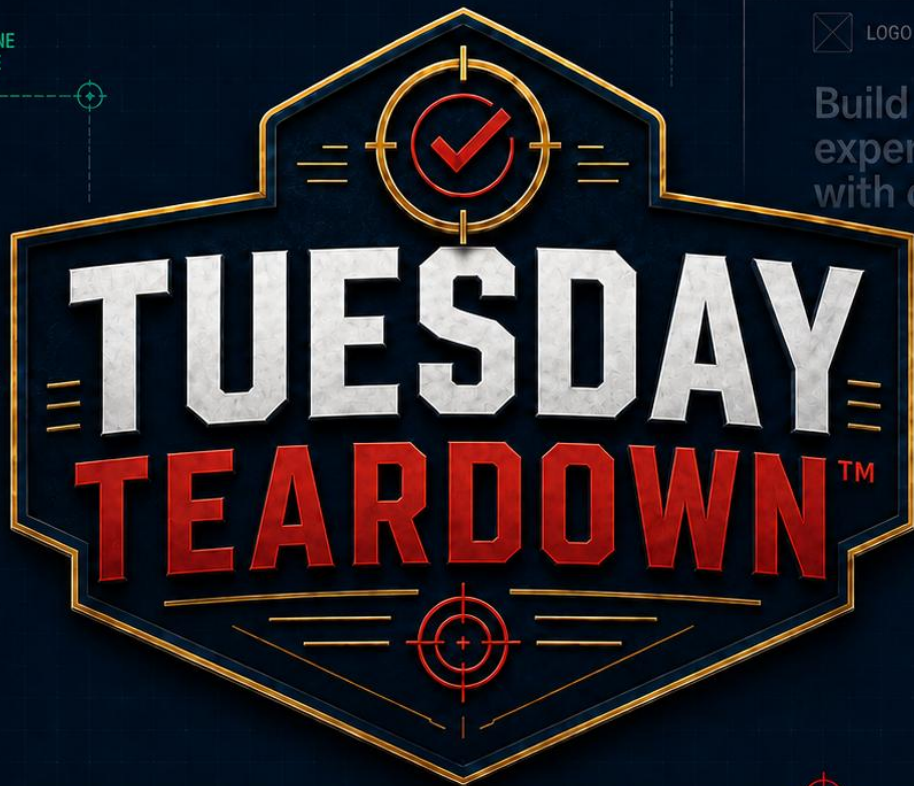


HEADLINE
ZONE

PRIMARY CTA
ZONE



A weekly breakdown of homepage and hero messaging to find where revenue friction sits — and where your confusion tax compounds.

INSPECT. ANALYZE. IMPROVE.

Welcome to the 8th edition of **Tuesday Teardown™** — A weekly teardown of a company's hero banner or homepage.

H E R O B A N N E R T E A R D O W N

The Hero Sounds Big. The Buyer Still Has to Decode It.

Truv has strong proof, a clear cost-saving story, and valuable verification use cases.

But the homepage opens with a headline that sounds more like a category banner than a company position.

truv.com

**"Unlock the power of
open finance."**

"Make faster decisions using
data straight from the source
without the legacy cost."

Truv helps companies verify income, employment, insurance, and financial data using direct-source, consumer-permissioned data.

The problem:

The homepage has strong proof and practical value hiding underneath an abstract opening message.

It should make the case for:

- Income verification
- Employment verification
- Faster approvals
- Lower verification costs
- Direct-source data
- Legacy vendor replacement

In the first five seconds.

It doesn't.

PROBLEM #1 The Headline Fails the Name-Swap Test

"Unlock the power of open finance."



Plaid could say this.

MX could say this.

Finicity could say this.

Yodlee could say this.

Almost any consumer-permissioned finance platform could say this.

That's the issue.

This headline

fails the **Name-Swap Test**.

If a competitor can wear your headline without tailoring, it isn't positioning.

It's a rented tuxedo.

And this one has been to too many fintech weddings.

PROBLEM #2 The Subhead Is Stronger Than the Headline

"Make faster decisions using data straight from the source without the legacy cost."

This is doing more work than the H1. It gives us three useful value signals:

- **Faster decisions**
- **Data from the source**
- **Lower cost than legacy vendors**

But it still doesn't clearly say:

- What kind of data?
- For which buyer?
- For what workflow?
- Against which legacy vendor?
- What decision gets faster?

Source of what?

- Income?
- Employment?
- Assets?
- Insurance?
- Payroll?
- Banking?

When the subhead rescues the headline, the message architecture is already carrying too much weight.

PROBLEM #3 The Strongest Proof Is Buried Below the Fold

Truv has persuasive proof points on the page, but they appear too low to do their job.

80%

cost savings vs. legacy vendors

80%

cost savings vs. TWN

<30s

average login speed

200+

customers

These are strong because they are specific. The 80% cost-savings claim is especially sharp.

For a mortgage lender paying high verification fees, this is not a supporting detail.

It is the hook. But it appears lower on the page. The homepage leads with 'open finance' when it could lead with financial urgency.

That's like hiding the load-bearing beam in the basement and asking the chandelier to hold up the house.

PROBLEM #4 The Homepage Tries to Speak to Too Many Buyers Equally

Truv serves several markets:

Public Sector

Mortgage Lending

Consumer Lending

Tenant Screening

Retail Banking

Background Screening

That range may be true. But equal presentation creates unequal clarity.

A mortgage lender does not evaluate verification software the same way a tenant screening company does. The homepage gives each segment similar weight so no single buyer feels: 'This was built for me.'

Broad relevance can look impressive internally. Externally, it creates a foggy hallway with too many doors.

PROBLEM #5 The Buyer Pain Is Implied, Not Named

What Truv says:

"Unlock the power of open finance."

That sounds aspirational.

But buyers are not sitting in budget meetings saying:

'We need to unlock the power of open finance.'

What buyers actually say:

- "Our verification costs are too high."
- "Our approval process is too slow."
- "Our vendor is eating margin."
- "Our applicants are dropping off."
- "We need cleaner data faster."

Naming the pain creates recognition. Implying it creates homework. And buyers don't like homework.

The Missing Competitive Contrast

Truv has a clear possible contrast but it's absent from the hero:

- Slow manual verification.
- Expensive legacy vendors.
- Opaque third-party data.
- Painful applicant workflows.

The stronger message:

A faster, lower-cost way to verify income and employment directly from the source.

The homepage hints at this contrast with 'legacy cost' and '80% cost savings vs. TWN', but the contrast is never fully brought into the hero.

When buyers have to assemble your value proposition themselves, some of them leave the screws on the floor.

The Government Sponsored Enterprise (GSE) Proof Is Present, But Undersold

Truv shows major credibility signals, including **Fannie Mae and Freddie Mac**.

For mortgage lenders, that is not just another logo.

That is a trust accelerant.

Logos without context
create credibility.

Logos with meaning
create conviction.

*For mortgage buyers, Fannie Mae and Freddie Mac should not whisper from the logo bar.
They should be wearing a little crown.*

Here's what the hero could say instead:

Direct-Source Verification for Approval Teams

Verify income and employment in under 30 seconds, at up to 80% lower cost than legacy vendors.

Truv helps teams make faster, cleaner approval decisions using direct-source income and employment data — reducing days-long verification cycles, applicant drop-off, and fraud risk.

[Schedule a Demo](#)

[See Cost Savings](#)

Optional proof line: Trusted by 200+ customers and accepted in major mortgage verification workflows.

Their current hero gestures at the category. This gives the buyer a reason to care.

Why This New Architecture Works Harder

It names the core use case:	income and employment verification
It names the outcome:	under 30-seconds
It names the economic value:	up to 80% lower cost
It names the contrast:	legacy vendors
It names the data advantage:	direct-source data
It gives the CTA a reason:	see cost savings or schedule a demo
It turns 'open finance' into:	something the buyer can feel in the money & time

Buyers don't convert because your language feels big. They convert because your message makes their problem feel seen.

Five message architecture layers are weak on this homepage:

The positioning

— headline is category aspiration, not company position

The audience

— multiple verticals presented equally, diluting relevance

The differentiator

— direct-source data and consumer-permissioned workflows not sharp enough in the hero

The proof

— 80% savings, 200+ customers, and GSE credibility appear too low or too quietly

The conversion path

— CTAs are repeated but don't explain what happens next

Your homepage should not make buyers decode your difference. It should make the difference obvious.

Truv's homepage is like a strong building with the front door mislabeled.

- The structure is there.
- The proof is there.
- The savings story is there.
- The trust signals are there.

But the hero makes buyers walk too far before they understand why the building matters.

That creates avoidable buyer friction.

And avoidable buyer friction is where revenue quietly leaks through the floorboards.

Truv Homepage — SignalFrame™ Scoring

CLARITY SCORE™



Weak

Higher is better for Clarity.

BUYER FRICTION SCORE™



Elevated Buyer Friction

Lower is better for Buyer Friction.

Want to know where your message is leaking revenue?

I help B2B growth companies turn unclear messaging into stronger buyer conviction, cleaner conversion paths, sales velocity, and better margin protection using the Revenue Message Architecture methodology.

DM me "TEARDOWN"

or visit markmorrisonadvisory.com

Messaging isn't decoration. It's infrastructure.

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