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LendingTree Announces Starbutter AI as Winner of \$25,000 Startup Innovation Spotlight

CHARLOTTE, N.C., Aug. 31, 2017 /PRNewswire/ -- [LendingTree®](#), the nation's leading online loan marketplace, has announced [Starbutter AI](#) as the winner of its Startup Innovation Spotlight, a new initiative by LendingTree to showcase the top startup companies in financial technology (fintech) lead generation at LeadsCon.



Finalists presented their business plans on stage at the "LendingTree Startup Innovation Spotlight" at LeadsCon's [Connect to Convert](#) industry conference and expo. The finalists represented five innovative fintech startups breaking new ground across the consumer lead generation, call center and customer experience sectors.

Starbutter AI is a voice and chat app development company that creates chatbots and AI agents to give consumers high quality information to pick the best financial products and help financial companies match the right products to their customers.

"We are thrilled to win the Startup Innovation Spotlight competition," says Starbutter CEO Arun Rao. "It shows that the judges understand that search is moving into voice search and interactivity, as Google has reported more than 20% of all mobile searches are already via voice, and that interactive AI-based chatbots are the best way to serve people. SEO and SEM will be completely different and lead-gen winners in today's ever-changing environment recognize the importance of going to market early, adding true value to users and providing high-quality leads to companies. As the first financial chatbot company to launch with an overwhelming response on Google voice search (Actions/Assistant), Amazon Alexa, and Facebook Messenger, we are really excited to innovate alongside these trends."

"We are excited to congratulate Starbutter AI as the winner of our first Startup Innovation Spotlight competition," says LendingTree Founder and CEO Doug Lebda. "Innovation in lead generation and customer experience is vital for businesses today, and LendingTree is proud to showcase and empower businesses that are bringing new innovations to consumers."

AI-based chat is disrupting lead generation in financial ecommerce, and 2017 has seen a massive shift in the digital landscape toward voice search. Voice search is now 25% of all mobile search and is projected to reach 50% in 3-4 years. Already in 2017, voice devices have grown from 11 million at the beginning of the year with Alexa and Google Home to 950 million with Google switching on Assistant on cell phones in May of this year.

About Starbutter AI

Starbutter AI is a voice and chat app development company that creates AI-driven chatbots for financial products. These agents give consumers high quality information to pick the best credit card and mortgages and they help financial companies match the right product to their customers. Starbutter AI agents give you personalized financial recommendations using sources like: JD Power, Consumer Reports, Federal Deposit Insurance Corporation reports, more than 540,000 Consumer Financial Protection Bureau complaints, billing disputes, rewards quality, our database of terms (fees, penalties, rates, card fraud and availability, etc.), and a panel of credit card experts. For more information, go to www.starbutter.com.

About LendingTree

LendingTree (NASDAQ: TREE) is the nation's leading online loan marketplace, empowering consumers as they comparison-shop across a full suite of loan and credit-based offerings. LendingTree provides an online marketplace which connects consumers with multiple lenders that compete for their business, as well as an array of online tools and information to help consumers find the best loan. Since inception, LendingTree has facilitated more than 65 million loan requests. LendingTree provides free monthly credit scores through My LendingTree and access to its network of more than 450 lenders offering home loans, personal loans, credit cards, student loans, business loans, home equity loans/lines of credit,

auto loans and more. LendingTree, LLC is a subsidiary of LendingTree, Inc. For more information go to www.lendingtree.com, dial 800-555-TREE, like our Facebook page and/or follow us on Twitter @LendingTree.

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