

**EQUIFAX**

Campaign Insights Dashboard

Optimize your prescreen campaigns with illustrated performance insights powered by Equifax Ignite

Prescreening, when it's done right, can require a lot of time and money. So, if you're not continuously monitoring and adjusting your strategy based on how it's performing, you could be missing big opportunities and hurting your marketing ROI.

Equifax solves this issue by giving you direct access to detailed performance analytics via the Campaign Insights Dashboard, a companion tool available for every prescreen campaign that uses scores and attributes from Equifax. It offers easy-to-understand, illustrated analytics that help you learn more about your campaign performance and target audiences than you ever thought possible. You can clearly see the segments you should target moving forward, those you should avoid, promising prospects you might have missed, and much more.

See what's working (and what's not), and adjust accordingly

Campaign Insights Dashboard provides high-level, at-a-glance snapshots of campaign performance delivered as data visualizations — think: colorful graphs, charts, and maps — so you can quickly spot trends and see what's working well, what's not, and how to make intelligent strategy adjustments moving forward.

- Get multi-layered details about your prospects and industry peers, in seconds
- Better understand your campaign:
 - **Profiles** (what your prescreen segments look like)
 - **Performance** (how well they're converting, paying, etc.)
 - **Target** (create new strategies based on insights and learnings)
 - **Adjust strategies** (based on findings to optimize results)
- Query different types of metrics in real time to gain fresh, actionable insights
- Benchmark your prescreen performance across credit bands and industries
- Continuously optimize your prescreen models with updated insights

Key benefits

Save time and resources while maximizing your marketing dollars with a built-in, value-added analytics tool

Instantly visualize and understand critical prescreen performance metrics and outcomes

Supports prescreen solutions from Equifax and prescreen lists from other providers

Access actionable campaign data in seconds, 24/7

Define, refine, and develop high-performing prescreen strategies

Benchmark performance using anonymized data across credit bands, industries, and more

Easy to access and use

Business users of all levels, from marketing analysts to executives, can access the Campaign Insights Dashboard to get needle-moving information in seconds via a simple online login.

It integrates data from your prescreen campaign with anonymized data from the Equifax Ignite® analytics ecosystem and automatically converts everything into high-impact, data-driven illustrations that can be quickly understood and applied to bolster your prescreen strategy.

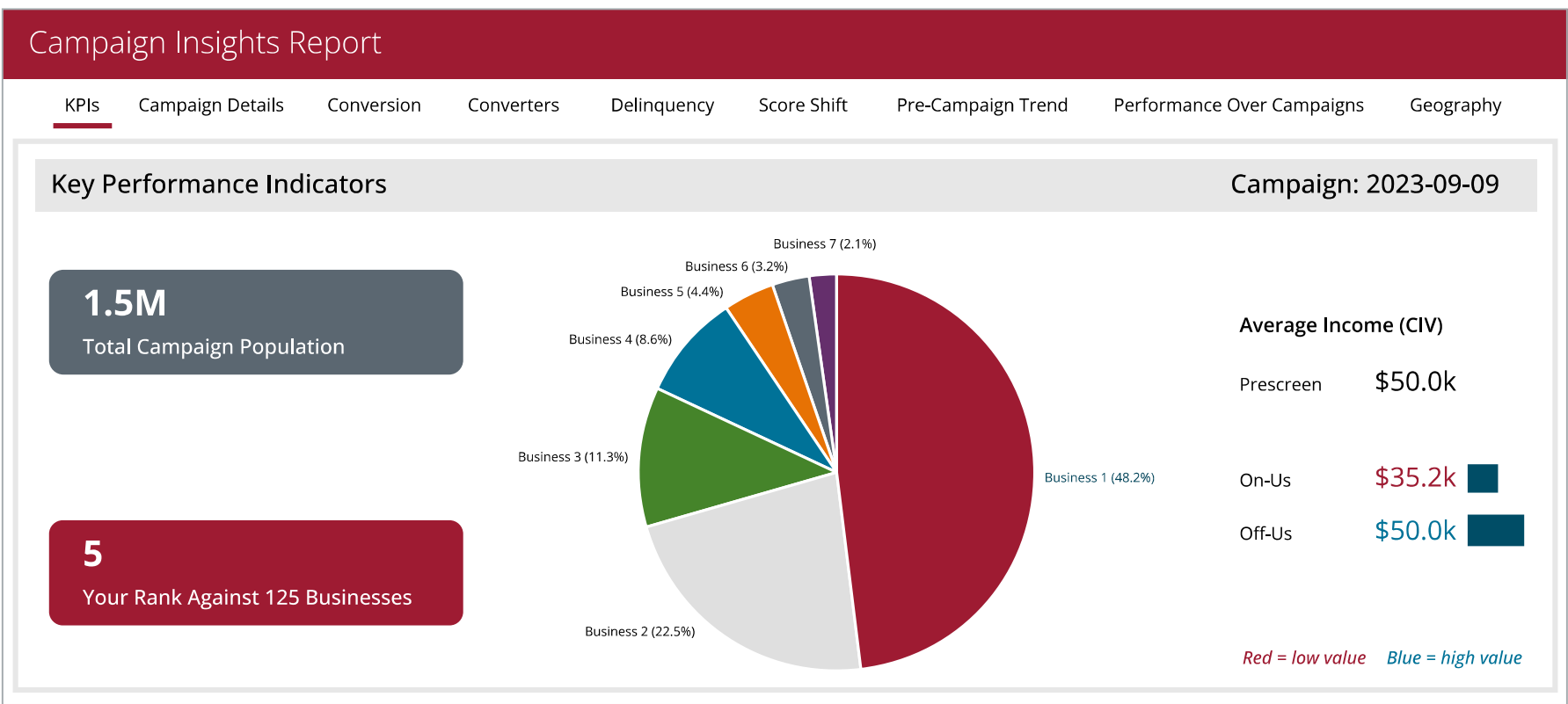
But Campaign Insights Dashboard isn’t limited to existing customers. If you’re new to Equifax, you can load prescreen files completed through other resources and easily append data from Equifax to the files to produce granular, illustrated insights about your customers and performance.

Most of the data visualizations are interactive, offering users the ability to click on specific data points within the image or on drop-down menus to dig into deeper detail. Also, the graphics are high quality so you can simply copy and paste them directly into management presentations, as needed.

Better prescreen strategies begin here

A variety of dynamic analytic views are available within the Campaign Insights Dashboard to help you more easily adapt and optimize your existing prescreen campaigns and craft high-performing strategies.

Example of Campaign Insights Dashboard



- **Key Performance Indicator** views can reveal if you’re capturing the right responders based on your risk appetite (and it provides the same insights about those who accepted offers at other banks) so you can make intelligent adjustments to keep your prescreening model optimized.
- **Campaign views** break down your prescreen campaign population, providing snapshots of where your prospects fall across various categories spanning different views of creditworthiness, financial durability, economic capacity, generational segments, and more.

- **Conversion views** provide instant visibility into your conversion rates compared to your peers by segment across multiple categories including creditworthiness, financial durability, economic cohorts, generational segments, and more.
- **Converter views** offer deep-dive comparisons between prospects who responded on-us and off-us to help you clearly understand which products and lender types your converters responded to, with the ability to drill down into individual segments and converter metrics.
- **Delinquency views** help you build high-performing prescreen strategies based on a better understanding of your prospect audiences by showing you delinquency rates for both on-us and off-us responders, with the ability to drill down deeper into select segments.
- **Score shift and pre-campaign trends** offer illuminating insights into how your prospects scored at the time of your campaign versus now and how they were trending prior to your campaign, with the ability to compare both trends against your peers.
- **Geography views** help you better understand which product and segment mixes perform better by state and compare those results to your peers.

Interactive data visualizations offer users the ability to click on specific data points or on drop-down menus to dig into deeper detail.



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