



Equifax® Keying and Linking

Get a Single View of Your Target Customer

For companies with disconnected data that need a single view of an entity, Equifax® offers Keying and Linking solutions that help provide a source of truth throughout an enterprise to increase speed to insight. Raw data is messy; it can be incomplete, and it comes in all file sizes and formats. Keying and Linking connects it all together.

Using sophisticated deterministic matching expertise, Keying and Linking generates and evaluates candidate matching sets against multiple information sources in the Equifax Master Reference Database to resolve the single best match.

Once matched, Keying and Linking capitalizes on millions of variations of data, linguistics patterns and sophisticated algorithms to assign a unique entity identifier. This identifier can allow you to securely and anonymously link consumer records throughout data ecosystems without exposing sensitive information, and brings you a single anonymous view of your target audience.

Connect your data for an enhanced view

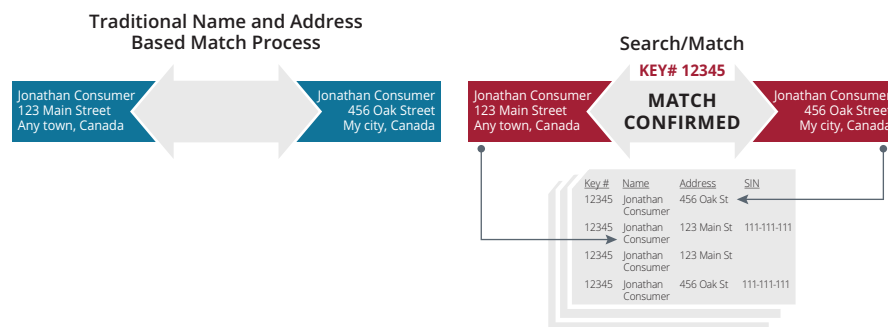
Keying and Linking from Equifax connects your data to help you get an anonymized picture of your target consumers and their interactions with your brand(s).

An enhanced vision helps to:

- Improve customer acquisition and account growth
- Enhance early stage collections
- Identify potential risk and free up valuable resources by sourcing data wrangling

Key benefits

- ✓ **Securely Link Disparate Data**
 - Securely and anonymously link people, places and things throughout data eco-systems without exposing sensitive data
 - Assign a unique entity identifier based on billions of variations of data, linguistics patterns, sophisticated algorithms and high-scale platforms
 - Solve privacy challenges with vendors and employees with a unique key for your consumers
- ✓ **Deepen Relationships**
 - Improve customer acquisition and account growth with a view of your target market
 - Easily connect the right offers to your target market
- ✓ **Ignite Your Bottom Line**
 - Free up valuable resources by sourcing data wrangling and preparation functions externally
 - Streamline data preparation



1.855.233.9226 • equifax.ca