

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.

Key Benefits

- ✓ **Securely Link Disparate Data**
 - Securely and anonymously link people, places and things throughout data ecosystems 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

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).

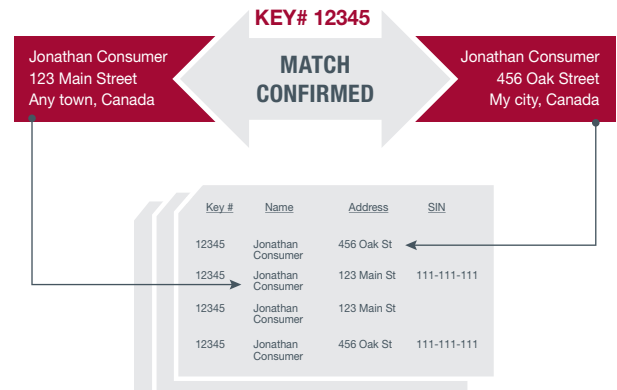
An enhanced vision helps to:

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

Traditional Name & Address Based Match Process



Search/Match



Contact your Equifax representative now to explore which products and services best meet your unique business needs.

ABOUT EQUIFAX INC.

Equifax is a global information solutions company that uses unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions. Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500[®] Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 11,000 employees worldwide. For more information, visit Equifax.ca.

*Equifax data and third-party data is aggregated and anonymized with no personally identifiable information.

Please note that results may vary. This product uses your data sources and the Equifax database to attempt to link information, and the ability of this product to find links to deepen relationship, securely link disparate data and ignite your bottom line as described above may be limited.

EQUIFAX | Powering the World with Knowledge™

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