



EQUIFAX[®]

Share of Wallet Analysis[™] for lenders

Critical insights into the performance of your portfolio relative to your competitors.

To stay competitive and manage risk, lenders need better insight into their customer's total product ownership across all lenders. It's critical to monitor performance behaviours that could impact your segmentation strategies.

How can your business secure more share of wallet?

Differentiated data to expand your customer relationships

Enable incremental sales and nurture loyalty by deepening engagement with the right customers. With Share of Wallet Analysis[™] you can:

- Assess market share for various payment and lending products
- Identify potential high-growth customers
- Offer the right products to the right customers
- Support customer engagement with targeted offers

Get Ahead with Equifax

Share of Wallet Analysis from Equifax is a turnkey solution that provides you critical insights into your performance relative to your competitors. Our proprietary data can help you develop a powerful strategy to increase engagement, identify cross sell and upsell opportunities, and grow revenue from your existing customer base.

Equifax Share of Wallet[™] can help you:

- ✓ Compare position "in wallet": indicate the health of product portfolio and amount of customer spend and lending for you versus your competitors
- ✓ Influence product offering: define strategy to improve engagement and profitability with your existing customer base
- ✓ Optimize marketing spend: identify cross sell and upsell opportunities with better insights into targeting criteria to grow revenue

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