



EQUIFAX[®]

Scoremax

Maximise your digital marketing impact by using granular data to drive higher sales and better ROI.



equifax.co.uk/business

As third-party cookies become obsolete, tracking online behaviour and reaching your audience effectively is tougher than ever.

Marketers face three main hurdles: consumers disabling cookies, the complexity of new tracking technologies, and inflated costs from ad-tech platforms clinging to outdated methods.

Scoremax transforms this challenge by harnessing first-party cookies and cutting-edge analytics.

It directly tracks user actions on your site – like page views, dwell time, and device type – to create detailed profiles of buying potential. The outcome? More precise targeting, reduced ad spend, and a stronger return on your marketing investment.

What if you could maximise your marketing budgeting by targeting only those users who are most likely to make a purchase?

Scoremax helps you adapt to the new world of cookie-less tracking by using first-party data to segment your audience based on their likelihood to buy.

This allows you to reduce ad spend on low-conversion segments and put your budget where it will deliver the highest returns.



How Equifax Scoremax works

Simple integration

JavaScript code is added to your website, to start tracking user behaviour.

Smart analysis

Scoremax's algorithm analyses this behaviour, looking at factors like page depth, dwell time and previous visits to calculate each user's likelihood to buy.

Effective targeting

The propensity-to-buy score is sent to platforms like Facebook, allowing you to target ads directly to those most likely to convert, maximising your marketing impact.

How Equifax Scoremax can benefit you



Maximise your AD spend

Focus your budget on high-potential customers, cutting down on wasted AD spend and boosting your return on advertising spend (ROAS).



Maximise targeting precision

Deliver highly relevant ads to those users most likely to buy, making your marketing efforts more effective.



Maximise marketing performance

Continuously optimise your campaigns with real-time data, improving conversion rates and driving more sales.



Maximise your competitive edge

Stay ahead of competitors with a cookie-less solution that reaches more of your audience and improves overall marketing efficiency.



EQUIFAX®

**Target smarter.
Convert faster.**

Scoremax allows you to maximise your marketing effectiveness across various scenarios.

Whether you're looking to increase customer retention with personalised offers for repeat visitors or boost cross-sell opportunities by targeting users with relevant product recommendations, Scoremax provides the granular insights needed to optimise your efforts.

Let's talk

Maximise your marketing results

Ready to see how Scoremax can maximise your digital marketing impact? Book a free demo or consultation with our experts today.

Speak to our experts

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