

The Equifax logo is a red circle containing the word "EQUIFAX" in white, bold, sans-serif capital letters.

EQUIFAX

A woman with dark hair pulled back, wearing a grey blazer over a yellow knit sweater, is smiling and looking at her smartphone. She is holding a coffee cup in her left hand. The background is a blurred city street at night with bokeh lights.

Introducing Signals

Signals is a game-changing cookieless marketing solution that drives higher conversion rates by targeting audiences with precision.

Our advanced algorithm uses billions of data points and non-PII variables like geographic, device information, temporal, situation, language, contextual, and keywords to create highly effective marketing messages. We have also added Equifax non PII postcode data to Signals such as County Court judgements, Credit Searches to provide more insights.

With Signals, you can outperform 'in-platform' audiences by 40% and reach users on Safari, Firefox, and iOS. Ensure compliance, optimize campaigns in real-time, and gain a competitive edge with Signals' innovative approach to cookieless marketing.



1. Targeting Precision:

- Utilize our cookieless marketing solution, Signals, to target audiences with a higher propensity to convert.
 - Leverage our algorithm, powered by billions of data points, to deliver effective marketing messages and drive meaningful engagement.
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2. Enhanced Audience Modeling:

- Benefit from advanced modeling techniques that leverage non-PII variables, such as geographic, device information, temporal, situation, language, contextual, and keywords.
 - Create cookieless audiences with a greater probability of converting compared to generic audiences within ad-tech platforms like Google and Facebook.
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3. Superior Performance:

- Experience remarkable results with Signals audiences outperforming 'in-platform' audiences by 40%.
 - Unlock higher conversion rates and maximize return on ad spend (ROAS) through more effective targeting and engagement strategies.
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4. Reach on Safari, Firefox, and iOS:

- Overcome limitations imposed by cookie restrictions on platforms like Safari, Firefox, and iOS.
 - Target and engage audiences on these platforms effectively, ensuring your marketing messages reach the desired audience segments.
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5. Compliance and Data Privacy:

- Rest assured with Signals' commitment to data privacy and compliance.
 - Safeguard customer information and ensure adherence to privacy regulations while still delivering impactful marketing campaigns.
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6. Real-Time Optimization:

- Leverage real-time optimization capabilities to continuously improve campaign performance.
 - Adapt and refine marketing messages based on audience behavior and feedback, maximizing conversions and campaign effectiveness.
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7. Competitive Advantage:

- Gain a competitive edge by harnessing the power of cookieless marketing.
- Stand out from competitors by targeting audiences with precision, driving higher conversions, and optimizing marketing spend

We've already solved your greatest challenge



No Costly
Upfront
Technology
Fees



Platform
Integrations
Already Done



Instant
Setup and
Go Live



Better
Deeper
Data



We've created a formula for success



Data
driven
decisions
every step of
the way

+



A tech-stack
synced across
the entire
customer
journey

+



A team of
dedicated
specialists

=

**Growth with
competitive
advantage**



Contact us [here](#) for a personalised demo today

*Source: Equifax Data & Analytics. Developed using logistic regression on a sample of more than 1 million credit applications (including current accounts, credit cards and unsecured loans) from 09/17 to 08/18.

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