



EQUIFAX[®]

Enhanced Email Append for Prescreen

Deliver firm offers of credit via email

Your Prescreen campaigns have long relied on direct mail to reach your target audience. But today's consumers rely on digital means for their correspondence and transactions. That is why it is critical to get your Prescreen offers in front of your audience via the communication they check frequently – their email.

Now you can work with us to append email addresses to your Prescreen list and deliver firm offers of credit directly to your target audience's inbox. By sending FCRA-compliant firm offers of credit to your prescreened prospects via email, you can optimize messaging, pivot fast, and help drive quicker response.

Prescreen email offers without direct mail? Yes! If desired, Prescreen offers can be delivered only via email, saving you the significant time and expense of direct mail execution.

Here is how enhanced email append works:

- **Match:** We match your Prescreen list to email addresses based on match logic using consumers' names and addresses. Email addresses can also be matched to ITA or other house files.
- **Append and hygiene:** Equifax appends emails and conducts a multi-step hygiene process to optimize email deliverability.
- **Execution:** The email list is sent to your email service provider for execution or you can work with the Equifax email fulfillment service.

Benefit from our multi-scrub process to enhance email hygiene and reach 97% deliverability

Equifax offers best-in-class email scrubbing and hygiene to maximize email deliverability and campaign ROI. We can conduct email append and hygiene on your Prescreen list or your house files. You can also provide your house or customer email file for hygiene; typical emails in a CRM degrade 30% each year, so regular list hygiene is important.

Key benefits

Deliver firm offers of credit via email

Append emails to any Prescreen list, or to house ITA or branding campaign lists

Leverage our multi-scrub process to ensure hygiene on email lists and guarantee 97% deliverability

Deploy your email campaigns via your own service provider or work with Equifax

Enhance Prescreen email campaigns using display or social ads

The power of multi-scrub hygiene



- 1 Initial scrub:** The list is appended with emails and a primary scrub is performed. This scrub screens for syntax corrections (invalid email formats), misspellings, and spam trap suppressions, and pings to determine hard/soft deliverable status.
- 2 Secondary scrub:** This scrub ensures that every email address is corrected and deliverable. During this phase, we examine toxic or undesirable emails, DMA "Do Not Email" requests, FCC wireless domains, and misspelled domains.

Unlike other email vendors, our scrub process also captures scenarios such as:

- Email change of address: This helps identify new email addresses for older email addresses that may be included in house lists, but that have not seen recent use.
- Email address most commonly used: This helps identify which email address is most used by a consumer, since many individuals have more than one email address.

Email address usage depends on the scenario:

- Prescreen email lists can be used as many times as desired for a single Prescreen campaign for the contract period, usually 60 days.
- For ITA or branding campaign lists, email addresses can be used indefinitely. To maintain email list hygiene, we recommend you re-run your email lists through our secondary scrub process bi-annually.

Enhance your Prescreen efforts with email

Many consumers check their email multiple times per day, whereas direct mail may pile up on the counter. If you are seeking to gain a more immediate response to your campaigns, then reach out to us to explore email appends and best-in-class hygiene for your Prescreen, ITA and branding campaigns.

To further boost your Prescreen direct mail and email efforts, you can onboard your Prescreen lists to transform them for use in digital marketing. You can then deliver consistent messaging through online display ads, mobile ads and apps, social media, and other digital channels. Once the viewer clicks on the ad and verifies their identification, a Prescreen offer can be presented, as appropriate. Contact us to learn more about this process and how to incorporate digital channels into your Prescreen campaigns.

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