



EQUIFAX[®]

Neighbourhood View[™]

Helps find customers that match your target audience and improve digital credit qualification

In today's tough marketplace, businesses are working harder than ever to find new customers. As time and money are often your most valuable assets, you may need to accurately and efficiently identify and reach the right customers for your business.

Neighbourhood View[™] from Equifax helps you effectively prospect and target new customers by delivering the intelligent information needed to refine your strategies; thereby driving additional revenue while reducing expenses.

Equifax can help you find and reach the right consumers, maximize response rates, and reduce your cost per acquisition.



Refining Target Marketing Strategies

Whether you're in the business of Cards, Leasing & Fixed Term Finance, Revolving Credit, Auto Financing, Credit Union, or Online Financing, you may need better information to help refine your target marketing strategies for new customer acquisition and account management. Equifax's Neighbourhood View is a solution that is available at the postal code level for more refined marketing and at finer subdivisions of postal codes to help increase campaign effectiveness with more targeted strategies.

Key benefits

Help find the best opportunities.
Let us help you:

- ✔ Quickly analyze data to help uncover new markets
- ✔ Identify and target the best prospects
- ✔ Reduce costs associated with marketing campaigns
- ✔ Support digital commerce with an option for real-time insights



Better Intelligence for Better Decisions

Neighbourhood View is your first step toward making more informed target marketing decisions. Built on the strength and accuracy of our comprehensive consumer credit database, Neighbourhood View offers credit information using segments of the consumer credit file and combines various dimensions such as risk, raw tradeline information, and prospect value data that is based on utilization and industry usage profiles – allowing you to choose amongst a list of credit characteristics in order to build a consumer profile that works to better enhance your target marketing strategies.

Because Neighbourhood View delivers data aggregated by geography, making it easier for marketers to determine areas where good prospects live and can help target a higher percentage of potential customers who have desired credit characteristics. By applying your specific risk parameters to our advanced analytics, we can help you increase business with more targeted strategies.

Contact us to see how Neighbourhood View can help you to effectively prospect and target the right customers.

consumer.equifax.ca/business