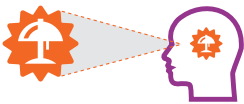




Retail Marketer's Checklist

During any given day, a retail marketer is relied on to tackle an endless list of challenges. By working with Equifax, retailers can gain advanced consumer insights and access to the digital solutions they need to enhance their marketing and more easily achieve results for their priority to-do's.

- ✓ Optimize the experience of your customers



Whether in-store, mobile or desktop, customers are seeking a personalized experience from your brand. For a more seamless, relevant engagement, apply our unique consumer economic and behavioral insights across all touch-points.

- ✓ Tell the whole story with metrics that matter



With our closed-loop attribution measurement service, retailers can better measure the impact of their omni-channel efforts including direct mail, email, online, mobile, social, and TV advertising, including where shoppers are 'converting' and what impact they are having on company-specific metrics and revenue.

- ✓ Segment your customers by purchasing power



Whether you are seeking Millennial frequent shoppers or Baby Boomers in search of designer labels, we can help you identify and target high-potential consumers who are likely to have the propensity to shop with you and have the available estimated discretionary spend to buy your brands and products.

- ✓ Build profitability and results for your loyalty program



Increase membership, spend and brand loyalty of your best customers by leveraging our financial based segmentation for just-in-time promotions that better reflect customer needs and interests.

- ✓ Profile your website visitors and help reduce online shopper abandonment



Can you profile your online audience by spend potential and demographics in real time for enhanced personalization? With the unique insights available from our online audience measurement framework, retailers can often reduce shopper abandonment and increase sales.

- ✓ Improve the spend efficiency of your online advertising



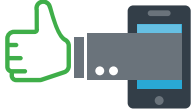
Are you targeting your preferred customers with the right ads? Let our insights help you differentiate online ads and better reach consumers that are likely to have the desired profile for your brands, products, and promotions.

✓ Increase usage of your private label card



Attract new card members and stimulate spending by working with us to better understand the likely financial profiles of shoppers and develop appropriate promotions that better fit the estimated spending capacity of current and prospective cardholders.

✓ Get connected, get social



Whether onboarding customer data, consulting with your media agency, or working with digital partners to enable you to reach shoppers where they live, our digital services professionals can help you create a recipe for success that is customized for your category.

✓ Analyze locations for new stores



Better understand the likely profiles of consumers in local geographic markets around proposed new stores and estimate market growth with our market-level data insights. Plus, we can assist you in analyzing estimated trade area spending capacity to help minimize cannibalization of current stores.



Contact us today to learn how to start crossing off items from your to-do list!



CONTACT US TODAY

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