

# TraceSmart

Risk-enriched alias and address history search



## TraceSmart™

TraceSmart™ is a risk-enriched alias and address history search pointer solution that is designed to help CRAs uncover more records and potentially deliver more value. Built to expand the scope of an alias and address history search, TraceSmart™ helps power more thorough investigations with greater efficiency.

## Key Benefits

### Find More Jurisdictions Through Your Search

TraceSmart leverages an expanded list of credit header, public, and other unique data sources through a proprietary algorithm which points to an expansive list of counties where an individual may have lived, worked, or exhibited a history of risk based on input criteria.

### Uncover Unique, High-Confidence Aliases

With TraceSmart, CRAs gain more value from alias and address history searches. In addition to uncovering maiden names and nicknames, TraceSmart reveals other potential aliases associated with historical justice involvement.



### TraceSmart + CrimSmart = Better Together

TraceSmart can be used alongside Equifax's national-criminal search pointer solution, CrimSmart, to create an expansive name and jurisdiction development pointer solution that surpasses a typical nat-crim alias search. The combined result is obtained by a machine learning model that produces high-confidence tips and leads and outperforms an a la carte pointer workflow.

**Reach out to your account representative to schedule a demo or contact us at [TotalVerify.equifax.com/sales](https://totalverify.equifax.com/sales).**



## Why Choose TraceSmart?

### More Aliases

CRAs using TraceSmart have seen up to a 6% increase in unique alias results per search, when compared to their existing pointer solution.

### More Jurisdictions

Searches can result in up to 30% more high-confidence jurisdiction matches compared to traditional address history and alias searches.

### Integration

TraceSmart integrates with leading background screening platforms and can directly integrate with proprietary screening platforms.