



**EQUIFAX®**

# 5 ways to deepen relationships with your best customers

Use consumer financial insights to elevate sales, grow share of wallet, and retain best customers

## Engaging your best customers likely contributes heavily to your company's future.

However, pinpointing exactly who your best customers are and how much value they provide to your company can be a challenge. Can you identify...

- What segment of your customers can spend more?
- Which customers truly qualify for premium treatment and exclusive offers?
- Which of your current financial clients can increase assets at your firm?
- Which pay-over-time customers can meet their financial obligations?

In today's shifting economy, it is more important than ever to **deepen relationships with the right customers** – those that can **spend, invest, or save more**, as well as **meet financial commitments**.



Here are 5 ways to better identify your **best customers** and **boost revenue**.





# 1 Identify hidden customer potential with insight into the customer wallet

**How do you currently identify your best customers? Can you segment those who are likely to spend or invest more? Are you matching your cross-sell promotions based on your customers' likely ability to afford them?**

To better differentiate and market to valuable customers, you need to **know more about your customers' finances and their financial inflows and outflows**. How? By incorporating financial capacity insights into your segmentation efforts.

## Financial capacity insights:



### Economic insights

- Total income estimate
- Affluence measure
- Discretionary funds
- Ability to pay measure
- Aggregated credit measures



### Wealth insights†

- Invested assets estimates
- Financial product balance estimates
- Investment propensities
- Small business assets

†For IXI™ Network members

Consumer wealth is concentrated amongst only a few – making it harder to find: **Nearly 69% of consumer wealth is held by only 7% of households**

(Equifax analysis)





## 2 Deliver the right offer and message by using financial and economic-based segmentation

**If you are ready to take your campaigns to the next level, then combine your customer data with advanced segmentation tools – tools that segment consumers first and foremost around their finances.**

**Then, you can examine your customer-base to separate:**

- The spenders from the savers
- The affluent from the mass market
- The financially sound from those that may be in debt

**By using economic-based segmentation,** companies can expect to increase lifetime value (LTV) by up to 5%

(Equifax analysis)

**By using asset-based segmentation** to analyze its customers, one bank can expect to increase its customer lifetime value by \$80M\*

# 3 Maximize the customer experience

Both consumers and marketers agree that the customer experience (CX) is critical to deepening customer engagement and loyalty. So, beyond leveraging [wealth](#) and [economic](#) insights to deliver the right offer, what else can you do to augment your CX efforts?

First, make sure you are prioritizing customers with the most spending or asset growth potential for premium treatment. Offer these customers your best promotions and include them in your loyalty programs.

Second, bake our financial and economic insights into your [web-based applications](#), call centers, and point-of-sale locations. Then, you can instantly recognize your best customers every time they contact you – and deliver appropriate offers at just the right time.

By segmenting loyalty program members by spending potential, retailers can **increase revenue potential by as much as 25%**

(Equifax analysis)



One bank **increased revenue by over \$700 million** by using financial insights to align customers with the right service levels\*







# 4 Understand consumer financial durability to expand relationships with customers that offer long-term value

To better identify the next generation of best customers, and those that can securely pay for their financial commitments, marketers can incorporate data that sheds light on consumers' **financial durability** – namely, their **financial resources and ability to keep spending**, even when under financial stress.

**Financial durability** is based on a combined view of our wealth and economic insights — estimated income, capacity to spend, ability to pay, aggregated credit, and estimated assets. Use financial durability to identify both high value and at-risk customer segments.

**Financial durability can be used to identify pockets of valuable customers:**

- **Identify customers with spending power:** High durability households have 86% greater spending power than the general population
- **Segment your Gen Z customers:** For Gen Z, high durability households have 114% more spending power than all households in their generation
- **Find promising future investors:** High durability households tend to hold higher and faster growing assets in their portfolio

(Equifax analysis)



# 5 Engage customers across digital channels – and use consumer wallet insights to reach your best

Digital communications are now a priority for most marketers as they aim to enable customers to respond to offers faster.

Here are ways that we can help you accelerate your digital marketing efforts:

- Append email addresses
- Onboard customer segments for digital communications
- Create new digital audiences by layering in financial, economic, and behavioral criteria to reach best customer segments

Sample audiences augmented with financial, economic, and behavioral insights:



## For consumer marketers

Start with your customer base. But only send digital offers to those likely to:

- Be luxury shoppers
- Be 4-star resort visitors
- Be in-market and own an electric or hybrid vehicle
- Be in excellent or good financial health



## For financial marketers

Start with your customer base. But only send digital offers to those likely to:

- Have assets over \$1 million
- Prefer self-directed investing
- Prefer mutual funds
- Or any combination of these



A leading company used financial data to segment audiences, and then **targeted them through addressable TV to achieve 30% lift in new accounts\***



**Identify high-growth  
potential customers**



**Maximize the  
customer experience**



**Prioritize financially  
durable customers**



**Expand digital  
communications**

Contact us to deepen your  
customer relationships.

**[USISmarketing@equifax.com](mailto:USISmarketing@equifax.com) • [equifax.com/DDM](https://equifax.com/DDM)**

\*Results for scenarios may vary based on actual data and situation.

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