Best Practice

Leverage credit intent scores to supplement Prescreen response models and open 50% more loans

CHALLENGE

While many lenders rely on response models to fuel Prescreen targeting, there may be room to improve campaign performance by identifying consumers who are most likely to seek credit in the near future.

SOLUTION

Use TargetPoint Intent Scores™ to identify consumers with a propensity to open new credit in the next two to four months.

RESULT

Lender could generate 50% more consumer finance loans over its existing response model by incorporating TargetPoint Intent Score, using the same marketing spend.

Challenge

Lenders strive to optimize their Prescreen campaigns by targeting consumers likely to respond to their offers. While many lenders have response models to help achieve this goal, there may be room for improvement by incorporating measures to help better reach consumers who are most likely seeking new credit in the near future.

Solution

Lenders can use TargetPoint Intent Scores to identify consumers with a propensity to open new credit in the next two to four months.

The solution offers a **probability-based score (1-990)** that can be used to enhance Prescreen criteria and in conjunction with response-based criteria in order to reach consumers with a high propensity to open new credit. **The higher the score, the more likely a consumer is to open new credit in the near future.** Models utilize attributes of consumers that have recently opened new credit and are built using the latest modeling techniques, including AI, deep analytics, and machine learning.

TargetPoint Intent Scores offers unique scoring models to reach consumers for varying offers, thus enabling lenders to **boost product specific Prescreen offers**. Models include:

- **Auto:** Loan, Refinance, Lease
- **Card:** Bank Card, Premium and Rewards, General Purpose and Secured, Retail Card
- **Mortgage:** First, Second, Refinance, Cash Out Refinance
- **Home Equity:** Home Equity Line of Credit (HELOC), Home Equity Loan (HELoan)
- **Other:** Consumer Finance, Student Loan

TargetPoint Intent Scores offers unique scoring models to reach consumers for varying offers.

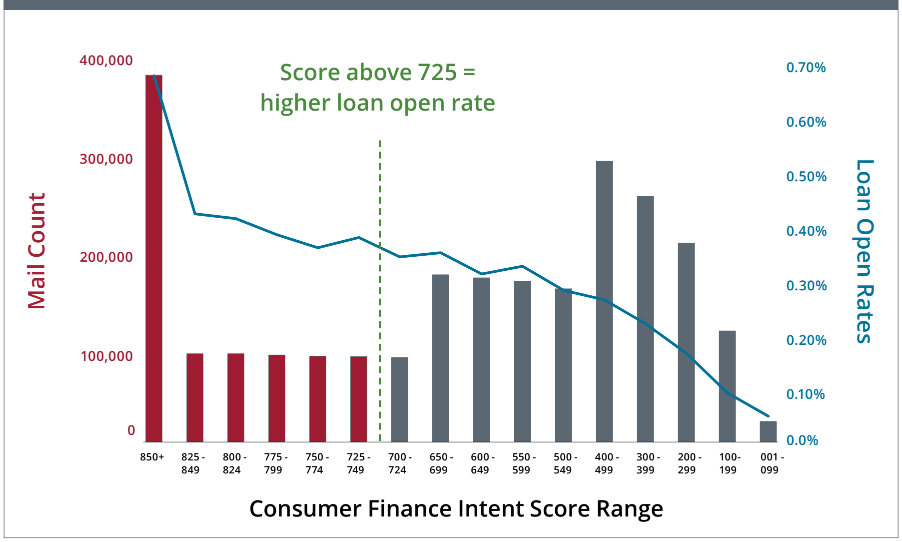
Results

An analysis was conducted to understand if TargetPoint Intent Scores — Consumer Finance Model could be used to improve the performance of a lender's consumer finance campaign. The campaign had been fueled by the lender's custom response model.

The analysis showed:

- **The majority of offers were sent to consumers with low propensity to open a new consumer finance loan:**
  Two-thirds of the campaign's mail volume went to consumers with Consumer Finance Intent Scores lower than 725, resulting in an overall 0.36% loan open rate. This meant that the majority of the offers were being delivered to consumers with a lower propensity to open a new consumer finance line of credit in the near future.
- **Intent Scores can enable the lender to generate 50% more consumer finance loans over its existing response model:**
  By targeting consumers with a Consumer Finance Intent Score above 725, the lender could improve the loan open rate to 0.54%, resulting in 50% more new loans — **using the same marketing spend**. With Intent Scores, the lender would be able to reach more consumers that would be more likely to open a new consumer finance loan in the next two to four months.

Lender campaign audience by Consumer Finance Intent Score
(Score of 990 = highest intent to open; Score of 1 = lowest intent to open)



With TargetPoint Intent Scores, lenders can increase Prescreen campaign efficiency and direct budgets toward consumers most likely to open new loans. Lenders can also use TargetPoint Intent Scores to deepen relationships and strengthen retention rates by delivering credit cross-sell and upsell offers to current customers who are likely to open new credit.

Learn more about how Equifax can help your business reach more consumers ready for your credit offers.

equifax.com/business/product/targetpoint-intent-scores

Results may vary based on actual data and situation.