



Unlocking growth amid uncertainty

**The power of alternative data for
a holistic consumer view**

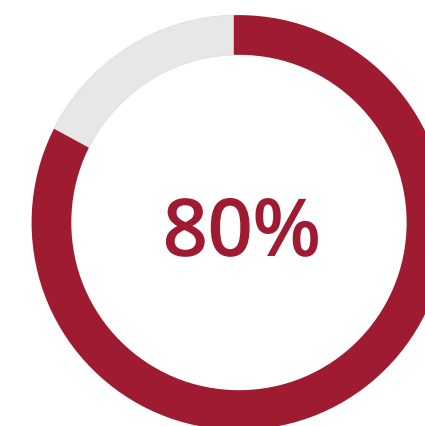
withinsight



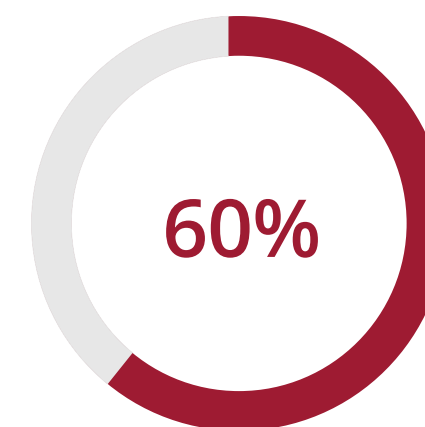
The customer experience. **It's not a trend — it's a transformation.**

Successful banking and lending experiences are easy, intuitive, and digital. And while it's not a new reality, the power to do everything fast, efficiently, and online sustains ongoing competition across virtually every financial sector.

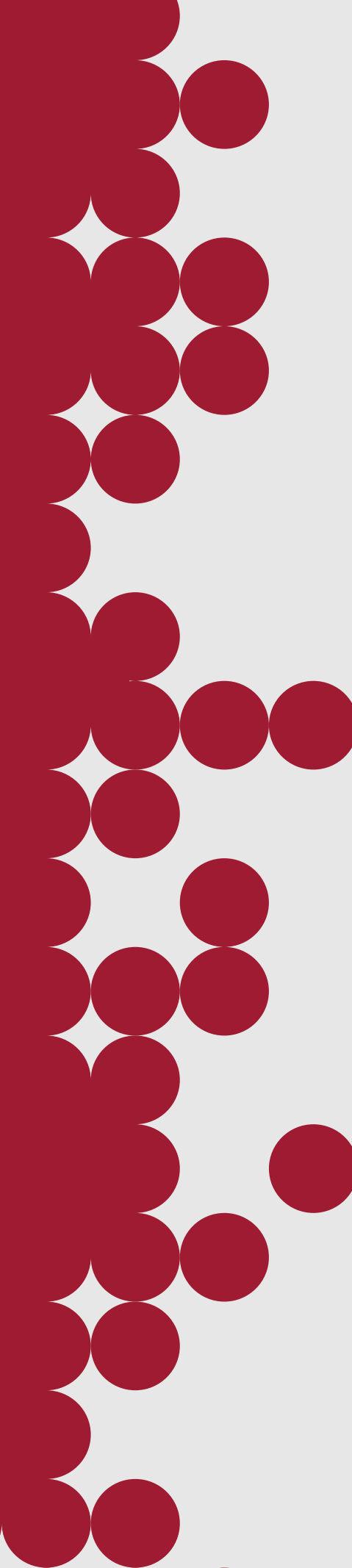
In this increasingly crowded landscape, service is what stands out. And as more and more consumers prioritize their financial well-being — and expect financial empowerment from their banks — lenders need to stand out as much as possible.



80% of consumers expect their primary financial institution (FI) to help them improve their financial health.¹



60% of consumers say they would switch to a FI that provides better financial education.²



While every individual (and their needs) is different, innovative customer experiences have three key things in common:

- 1 They're fast.**
From instant pre-approvals to self-service banking options, every second counts.
- 2 They're frictionless.**
Whether it's auto-fill forms or contactless payments, every step must be effortless.
- 3 They're personalized.**
From payment reminders to ultra-tailored credit product recommendations, every message should be relevant.



Today's reality:

Consumers demand exceptional experiences. And they expect the same from their financial institutions. Knowing this, it's easy to see why Market Pulse webinar viewers ranked “delivering a more seamless and personalized customer experience” as their #1 priority for 2025.³

So, how can lenders bring positive customer experiences within reach?

It starts with insight.

Everyone can benefit from a hassle-free lending experience. But changing how you serve customers starts with how you see them. While credit scores have long been the foundation of financial insight, they can only tell us so much — especially when millions of U.S. consumers lack comprehensive credit history.⁴

To deliver better interactions across the customer journey, lenders need to look beyond traditional credit.



Alternative data opens the door to more dimensions of financial opportunity

The more you know about your customers and prospects, the better you can meet their financial needs. By leveraging new insights alongside traditional credit data, you can get a clearer picture of consumer behaviors, preferences, and financial health.

Alternative datasets

- Specialty finance data
- Investment account data
- Income information
- Rent and utility payments
- Employment history
- Bank transactions



51%
of consumers believe it's helpful
to have rent payment information
factored into credit scores.⁵

These expanded insights drive real results

With a more complete view of consumers, organizations can:

Craft highly **personalized campaigns** that capture consumers' attention

Deliver competitive offers that maximize conversions

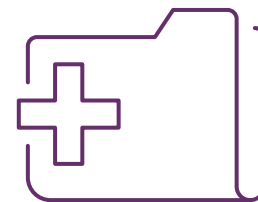
Accelerate processing times and cut down on points of friction

Uncover relevant **cross-sell and upsell opportunities** that drive long-term loyalty

Let's take a look at some examples across
three key customer journey touchpoints.



Prospecting



Account
opening



Account
management

Example 1

Prospecting

Create compelling, personalized campaigns with consumer investment insights

Investment data is a valuable tool for marketers to target affluent consumers — but that's not its only application. Fintech apps have made investing more accessible, enabling young consumers to prioritize their financial futures earlier than ever before. By leveraging investment data to target Gen Z prospects who show strong saving habits with relevant and competitive offers, lenders can win more new accounts and build long-term loyalty with responsible borrowers.

On average, **Gen Z consumers begin investing at the age of 19** — earlier than any prior generation.⁶



Combining traditional data with alternative data narrows audience targets to increase marketing efficiency and precision, **leading to 53% higher conversions.**⁷



The gist: Making your offers compelling and personalized will help increase consumer engagement and conversions, winning you more business and loyalty in the long run.

Example 2

Account opening

Deliver fast, frictionless borrower experiences with rent payment data

For many of the 35% of American households who live in rental housing, monthly rent payments represent their largest recurring expense.⁸ Yet, rental payment data remains one of the most underutilized tools for building credit history. By incorporating this alternative data type into your lending processes, you can get a more well-rounded view of a consumer's payment behavior — to better understand risk and opportunity.

Leveraging alternative data like rental payments, utility, telco, specialty finance, and xAI increases super prime and prime consumers by 8% — **approximately 13.6M consumers.**⁷



Considering rental payments in mortgage loan applications could **qualify 17% more potential borrowers** who were previously denied.⁹



The gist: Alternative data like rent payment history helps deliver fast, frictionless interactions — which, in turn, improve customer loyalty, retention, and satisfaction.

Example 3

Account management

Respond to customer needs in real time with bank transaction data

When a consumer goes through a job change, income change, or other major life event, their credit data may not immediately reflect their true financial situation. But with bank transaction data, lenders can see changes in cashflow in real time and proactively adapt to meet customers where they are — whether they need support during times of financial strain or rewards for good financial behavior.

With bank transaction data, nearly 4M more consumers could be eligible for prime (or better) offers.⁷



Layering in alternative data could help **identify customers with a 40% greater chance of delinquency, as well as those who are 13% more likely to become current again.**⁷



The gist: With access to expanded datasets like bank transactions, you can easily respond to customer needs. This helps you better understand their actual financial situation to reduce risk, potential losses, and more.

Every move of the market. Always within sight.

Keeping pace in today's market requires more than information; it takes insight. When you're ready to level-up your customer interactions, Equifax is your partner for success. Backed by the industry's most impactful data and analytics portfolio, we have the solutions you need to deliver exceptional experiences that drive loyalty and long-term value across the customer journey.

Ready to learn more? Dive into our latest insights at equifax.com/withinsight.

If you're interested in personalized insights, including how current trends may impact your business, schedule a free [Market Pulse Advisory](#).

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¹ Can Banks Deliver the Personalized Financial Wellness Tools Consumers Crave?; The Financial Brand, 2023 ² What Role is Poor Financial Literacy Playing in Financial Health of American Consumers?; J.D. Power, 2023 ³ Market Pulse Viewer Survey, 2024 ⁴ What is Credit Invisible; LendingTree, 2025 ⁵ 2021 Equifax Financial Inclusion Survey; Equifax, 2021 ⁶ Gen Z is harnessing 'one of the magical qualities of investing,' advisor says — how it helps them build wealth; CNBC, 2024 ⁷ Equifax Data & Analytics ⁸ The State of the Nation's Housing; Harvard University, 2018 ⁹ Fannie Mae Introduces New Underwriting Innovation to Help More Renters Become Homeowners; Fannie Mae, 2021

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