

Deliver smarter revenue and a better customer experience with differentiated data and analytics

Companies everywhere rely on data to make decisions that **drive business forward**. While available data has proliferated exponentially, selecting, ingesting, and managing data remains a challenge. Through our partnership with Snowflake, you can easily access relevant data for your use cases and quickly **move from data to action**.

Data available on **Snowflake Marketplace**



Economic Insights

Estimated household income, spending capacity, ability to pay, financial durability and credit behavior



Economic Cohorts®

Household segmentation system based on economic, demographic, behavioral, and lifestyle attributes



Analytic Dataset™

Anonymized consumer-level data across all loan types; 10% sample representing U.S. credit-active population



Property Insights

Residential property details such as property type, lot size, new home purchases, property values and price trends, equity status and estimated mortgage liens



Graduate Outcomes

Anonymized financial insights, including estimated income, wealth, debt and credit attributes, for students in post-graduation years



Transportation Spend

Annual sum view of a company's freight spend data across North America; tied to shipper/customer using carriers LTL, TL, 3PL, smaller carriers and rail



Credit Trends

Anonymized and aggregated time-series credit trade data covering consumer revolving and installment loans, auto, residential, and student loans



AMP Insights

Aggregated tenant, property, and market data, including renter ability to pay and financial durability, property size and value, and comparable properties nearby



B2bConnect™

More than 127M U.S. and international businesses with firmographics, contacts, corporate affiliations, industry, revenue, risk indicators, and more

Take your analytics to the **next level**

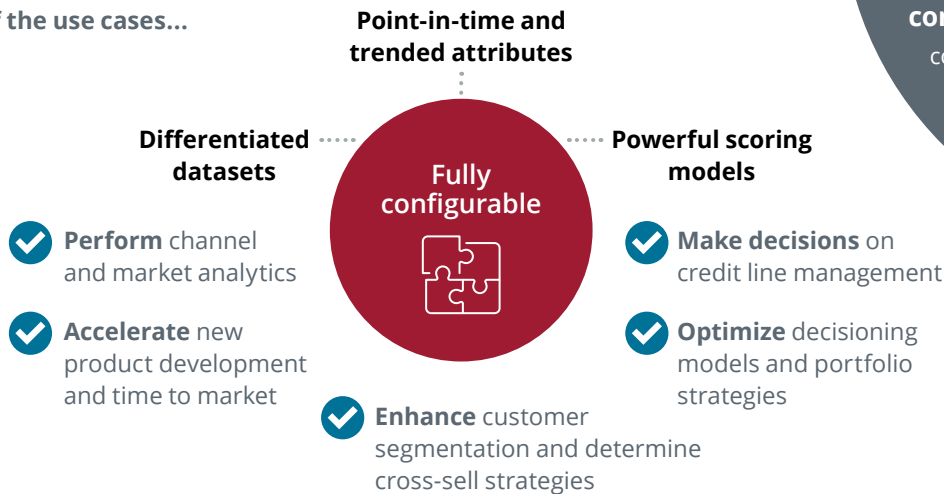
Additionally, Equifax offers curated datasets tailored for industry-specific use cases. Financial services users can explore traditional and alternative data to inform market planning, product development, and portfolio strategies. Higher education institutions can use the data to inform research initiatives, measure graduate outcomes, and benchmark institutional effectiveness. This extensive suite of differentiated data may be configured to your needs and includes **up to five years of monthly data archives**.

Consumer credit data	Alternative consumer data	Business data
<p>Tradelines — raw account-level data</p> <p>Credit attributes — point-in-time attributes covering delinquency, ability to pay, and more</p> <p>Trended attributes — ~780 attributes revealing credit behavior trends over time</p> <p>Credit trends — aggregated credit data with vintage-level tracking/performance to measure market changes and trends over time</p> <p>Delinquency scores — VantageScore® 4, Equifax Risk Score and FICO® Score</p> <p>Bankruptcy score — Bankruptcy Navigator Index® 5</p> <p>Income scores — Consumer IncomeView™ and Enhanced Debt-to-Income</p>	<p>Alternative attributes — attributes derived from telecom and utility account history, and specialty finance/short term loans</p> <p>Wealth and assets — estimated financial measures including income, ability to pay, financial durability, credit needs and usage, and discretionary spending</p> <p>Delinquency scores — includes alternative data sources to increase predictiveness; credit card version and personal loan version</p> <p>Short-term loan prescreen model — estimates likelihood consumer is in market for a short term loan</p> <p>Property data — property valuation insights that factor into consumer net worth</p>	<p>Credit data — business demographic, account-level credit obligations and payment history, owners/guarantors</p> <p>Marketing data — business demographics, contacts, corporate linkages/affiliations, revenue, industry, diversity, and more</p>

Equifax data **positively impacts** customer outcomes

Equifax can help optimize your business across the customer journey. Our data has helped customers **improve marketing ROI with 21% more campaign conversions**, and say 'yes' more confidently with **20% more credit application approvals**.*

A few of the use cases...



Get started today!



Visit Snowflake Marketplace for more information on Equifax datasets or send an email to snowflakesales@equifax.com

*Based on Equifax customer case studies. Individual results may vary.