

# Deliver data-driven outcomes for your business with Equifax and Google Cloud

Consume, enrich, analyze, and activate differentiated data in the cloud to accelerate decision making.

In today's fast-paced and competitive financial environment, businesses need easier, centralized access to data so they can understand risk, uncover new opportunities, segment target audiences, and make strategic decisions faster. Furthermore, business leaders and users across the organization need intuitive and flexible tools to deploy that data for modeling, planning, and activating strategies. This is where we can help.

## Differentiated insights from Equifax with the power of Google Cloud

You can now access robust data and advanced analytics from Equifax, seamlessly through Google Cloud Marketplace, and leverage the power of BigQuery to combine Equifax datasets with third- and first-party data for rich analysis. You can build a defining understanding of your market, competitive and customer landscape to uncover opportunities for profitable growth.

Accessing and consuming data is faster, simpler, and integrated where work already happens. Get even more value from the data with built-in business intelligence and AI tools like BigQuery ML, Gemini, VertexAI, Looker, Compute, and more.

With Equifax solutions via Google Cloud Marketplace, you can activate highly specialized datasets and intuitively analyze data natively in the platform. Move faster, unlock deeper insight, and activate targeted vertical and market decisions with your team — **all in one place.**



**Fast.  
Simple.  
Integrated.**

## Customer benefits



**Simplified  
data access**



**Insights  
at scale**



**Governed  
and secure**



**Cost-  
effective**

**Equifax offers differentiated, multisource data solutions to provide robust consumer and business profiles.**

- Rich business profiles and firmographic data
- Market and credit behavior trends
- Aggregated time-series consumer credit data
- Household economic and financial measures
- Anonymous, non-attributed borrower and loan-level data

Problem solve across the customer journey - from market discovery and customer acquisition to customer growth and recovery.



**Work faster and smarter in one place  
from idea to activation and accelerate  
growth with Equifax on Google Cloud.**

[Learn more now](#)

[equifax.com/business/partners/googlecloud](https://equifax.com/business/partners/googlecloud)