

Advance your Invitation to Apply campaigns

Strategies to boost campaign performance



EQUIFAX[®]

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Leverage unique ITA models, consumer financial insights, and digital channels to reach optimal audiences

Lending acquisition has never been more competitive. Lenders, insurers, and other companies are under pressure to acquire more new customers with fewer dollars.

Prescreen and Invitation to Apply (ITA) are both important for acquisition, and each has their advantages. While Prescreen allows for more precise targeting, ITA is less expensive than Prescreen and offers more campaign flexibility.

But for ITA campaigns to be successful, they need to reach the right audiences via channels that will get their attention.

Work with us to advance your ITA

With ITA solutions from Equifax, you can leverage our vast knowledge of successful Prescreen campaigns and apply those learnings to your ITA efforts. Plus, you can fuel your ITA target audience criteria with deep insights on consumers' financial capacity, ability to meet debt commitments, and financial needs and preferences.

Once you have your ITA audience and message ready, we can help you deliver your ITA campaigns via direct mail and digital channels. And we can help you track ITA campaign performance so you can improve future programs.

What are ITA campaigns?

Invitation to Apply (ITA) campaigns enable lenders and other companies to use modeled, non-FCRA data to deliver lending, insurance, and other offers to a broad spectrum of consumers.

ITA messages do not need to include a firm offer of credit, instead allowing lenders to deliver messages that invite consumers to apply for a loan or credit product.

Boost your acquisition with ITA

No matter who you partner with for your ITA and Prescreen efforts, it is important to understand that both play an important role in driving acquisition.

Many lenders and other companies rely primarily on Prescreen to acquire new customers. However, while Prescreen allows companies to present firm offers to targeted audiences that meet desired credit criteria, it is also expensive and subject to numerous FCRA-related regulations.

ITA campaigns can help tackle these challenges. With ITA, companies can reach a broader audience at a lower cost and increase awareness of their offers.

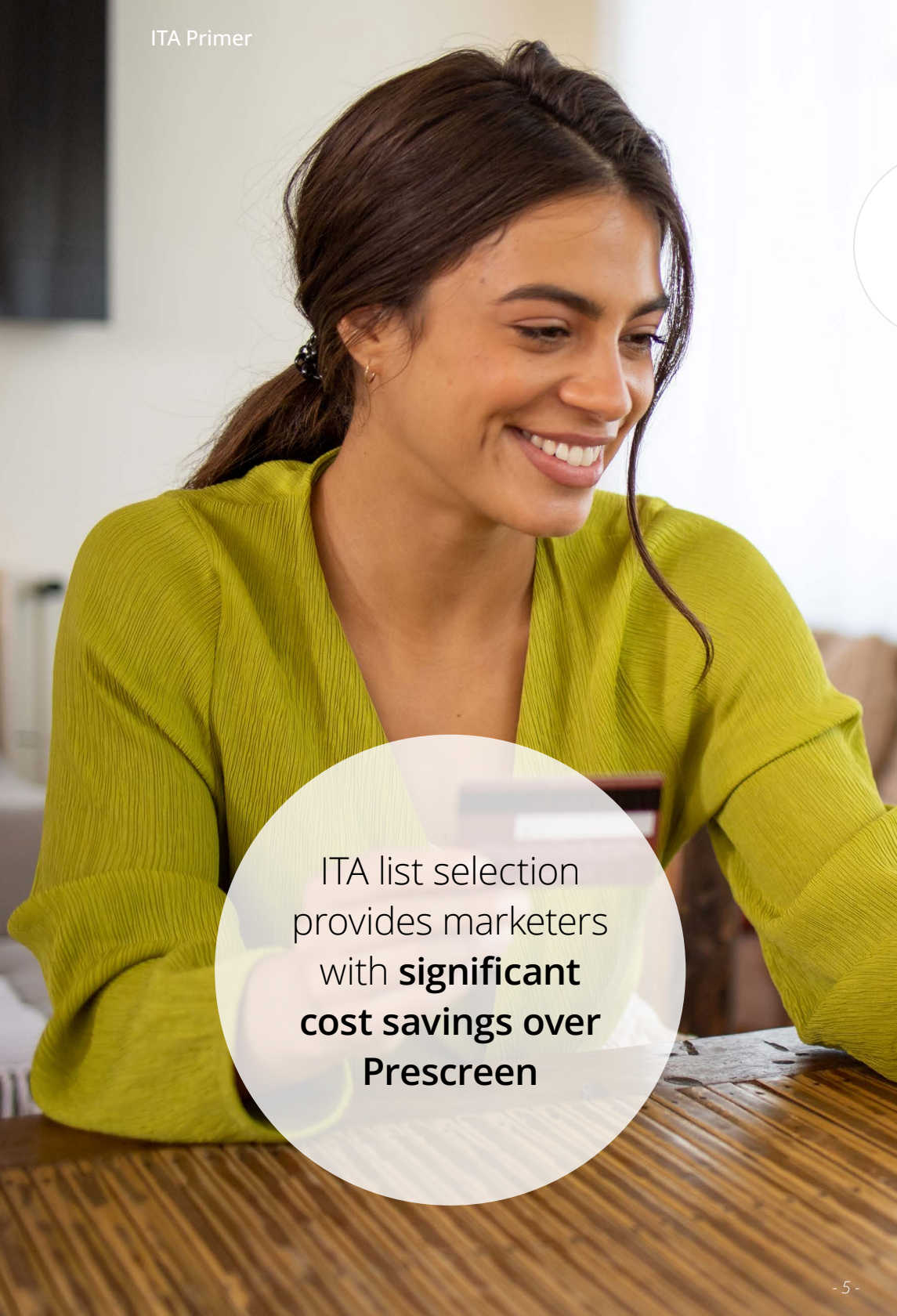
Fine-tune targeting beyond credit

ITA target audience selection can include not only modeled credit data, but also additional data that sheds insight on consumers' financial wallet.

For example, companies can work with Equifax to target consumers likely to have financial resources to meet debt commitments. Or those likely to have high discretionary spending. Or those that are likely to prefer rewards-based spending programs.

Additional financial criteria, preferences, and demographics can also be used to fine-tune audiences and reach new segments. These additional targeting criteria can result in increased response and conversion rates for ITA offers.





ITA list selection provides marketers with **significant cost savings over Prescreen**

Save budget, reach new audiences, gain campaign flexibility, and expand channels

ITA is a great way to make scarce marketing dollars go further, especially since the cost of ITA list selection is often less expensive than Prescreen. This gives lenders and other companies the option to expand risk criteria and market their offers to a wider segment of consumers than they otherwise might for their Prescreen offers.

In addition, lenders can contact ITA prospects for a longer period of time (120 days for ITA versus 60 days for Prescreen). This allows for your ITA messages, creative, and offers to be updated mid-campaign as preliminary results are gathered.

ITA campaigns also provide much more flexibility in offer delivery. Consistent ITA offers can be delivered via direct mail, email, display, social, mobile, and other channels, without a firm offer of credit. Plus with the cost benefits and longer prospect list access of ITA, lenders can easily test ITA target segments, offers, messages, creative, channels, and more.

Key benefits of ITA over Prescreen

- Avoids requirement of firm offer of credit and stringent FCRA regulations
- Access to more cost-effective target lists
- Longer access to prospect lists (120 days) allows for increased communication outreach
- Option to expand risk criteria to reach new audiences that might not qualify for Prescreen
- Ability to fine-tune audience selection with overlay of additional targeting criteria beyond modeled credit — such as consumer financial capacity and demographics
- Gain campaign flexibility — message, creative, channels — with fewer regulations
- Easily test audience segments, offers, and campaign tactics

Real solutions. Real results.

Equifax case studies



Enhance targeting for ITA credit card campaign with wealth-based financial measures

- **Challenge:** Credit union was relying on internal models and publicly available data to define ITA target audience, resulting in large lists and high costs
- **Solution:** Incorporated estimated wealth measures into its criteria to identify ITA prospects likely to have higher asset potential
- **Results:** Credit union was able to:
 - Narrow target audience by 43%
 - Increase booked as percent of mailed by 53%
 - Decrease operational costs by over \$100,000



Alt-fi can use financial capacity data to fuel ITA targeting

Alternative finance company seeking to identify homeowners in need of cash discovered that **adding financial capacity data into its ITA targeting criteria** could offer an **over 15% lift** in response rates for future ITA campaigns.



Fine-tune list selection to optimize ROI

One lender that incorporated financial capacity measures into its targeting criteria for an ITA campaign was able to **decrease mail quantity by 30%** and still achieve the same or higher response and booking rates.



Target the young affluent for ITA offers

Using financial capacity data can be a smart way to promote your ITA offers to **young affluent** consumers. These young consumers offer significantly higher spending potential and may be more likely to become profitable customers.

Compared to young non-affluent consumers, **young affluent consumers** have:

- **2.4x higher income**
- **3x higher discretionary funds**
- **11.7x higher deposits**
- **26x higher investments**

Equifax analysis

1 Target the right ITA audience with predictive consumer credit data and consumer financial insights

Audience selection for ITA prospects lists can start with modeled credit data. With this, marketers can segment consumers by their likely credit attributes, needs, and uses. Plus identify consumers that have the intent to open new credit or are likely to respond to credit offers.

But targeting consumers for your ITA offers by just their likely credit profile is not enough.

You can reach more qualified prospects by also incorporating consumer financial insights into your ITA target list criteria. This can give you a more holistic view of prospects' likely ability to take on new credit and to pay debt commitments. For example:

- Which consumers are likely to have higher income?
- Which are likely to be affluent or have high discretionary funds available to spend?
- Which are best able to pay debts even when faced with high inflation rates or job loss?
- Which might be relying on specialty financial services such as payday loans that would not show as part of typical credit attributes?

You can then further fine-tune prospect list selection with insights on consumers' financial habits, preferences (ie. savers vs spenders), demographics, geography, and more.



Best practices to target optimal ITA audiences online:

Combine modeled credit and consumer financial insights to optimize ITA list selection



Foundation of modeled credit data
(Estimated household-level credit measures)

CreditStyles® Pro aggregated credit measures:

- Detailed credit variables
- Aggregated risk scores and FICO® scores
- Intent indicators



Incorporate consumer financial insights
(Estimated household-level financial measures)

- Total Income: **Income360® Complete**
- Wealth: **Affluence Index™**, **WealthComplete® Premier***
- Capacity to spend: **Spending Power™**
- Ability to meet financial commitments: **Financial Durability**
- Use of specialty finance: Aggregated ProspectX™
- Investment preferences: **Investyles®***



Refine lists with additional consumer preferences, demographics, and geography

- Consumer segmentation and preferences: **Financial Cohorts®**, **Economic Cohorts®**
- Demographics: age, children, education, etc.
- Geography

**For IXI™ Network members only*

2 Customize messages with advanced segmentation

Now that you have your ITA target list ready, how can you best convey your offer to your selected audience? What messages and design will resonate? What communications channels do they prefer?

You can address all of these questions by appending our advanced segmentation solutions to your ITA prospect lists:

Financial Cohorts

Asset-based household segmentation for IXI Network members

Economic Cohorts

Income and age-based segmentation for lenders, insurance, and other companies



For example, you might discover that most of your **target audience** falls into two segments. But you can likely **increase ITA response rate** if your message matches their attitudes, beliefs, lifestyle, and media and channel preferences.

B11 Credit Crunches: City Families

Description:

- Low income, but high spending
- Relying on credit to support their lifestyle
- “Swayable shopaholics”
- Index high for: Drive sports car, impulse shopper, brand name, channel preference — internet

Possible marketing tactics:

- Message: Act now
- Creative: Family at auto show
- Channel: Digital display ad

F32 Suburban Stability: Families

Description:

- Healthy income, low spending relative to income
- Likely to have savings and insurance
- Hard workers, priority parents
- Index high for hunting/fishing, theme park visit, channel — use mobile internet

Possible marketing tactics:

- Message: Striving to achieve balance
- Creative: Family at lake
- Channel: Ad on mobile app

3 Deliver via digital channels

Since ITA offers do not require a firm offer of credit, it is much easier to incorporate digital delivery channels into your ITA campaigns. Plus, today's consumers are more attuned to digital communications and are more likely to be receptive to notice the right ITA offers even amongst all of the digital clutter.

Digital delivery is a smart investment:

- Present ITA messages via channels your audience views multiple times a day
- Cost-effective way to reach broad audiences and minimize direct mail expense
- Take advantage of longer prospect list availability (120 days) to deliver multiple messages and increase brand awareness
- Allows consumers to respond faster to your offers
- Enables consumers to quickly click through to a designated web page to apply for credit

Digital solutions to extend ITA marketing

Engage ITA audiences in their inboxes

[Append email addresses](#) to offline ITA prospect lists

Convert direct mail lists to a digital format for online communications

Onboard your lists with [Digital onboarding](#)

Present your ITA offers via digital

- [Display](#) (Google and more)
- [Social](#) (Facebook and more)
- [Mobile](#)

4 Enhance targeting for online ITA campaigns

If you need to get your ITA campaigns in market fast, then our **Digital Targeting Segments** are the answer. Our targeting segments are designed to help marketers quickly reach new audiences that are the right fit for their offers.



Aggregated credit data

including in-market indicators for auto, credit, mortgage, insurance, and more



Consumer financial data

segments audiences by likely wealth, income, spending capacity, durability, and more



Consumer segments

differentiates audiences by financial, economic, and behavioral characteristics

Reach target audiences such as:



25.3%

of households are likely to respond to a **credit card offer**



9.5%

of households are Millennial households likely to respond to a **credit card offer**



13.5%

of households are very likely in market for an **auto loan with good credit**



14.7%

of households are likely to respond to a **home insurance offer**



15.3%

of households are highly likely **new mortgage customers**

Best practices to target optimal ITA audiences online:



Auto lenders can use digital targeting segments to boost their online ITA programs and better reach online audiences that are both:

- Likely in-market for auto loans or leases, and
- Likely to have the desired financial capacity to take on new loans



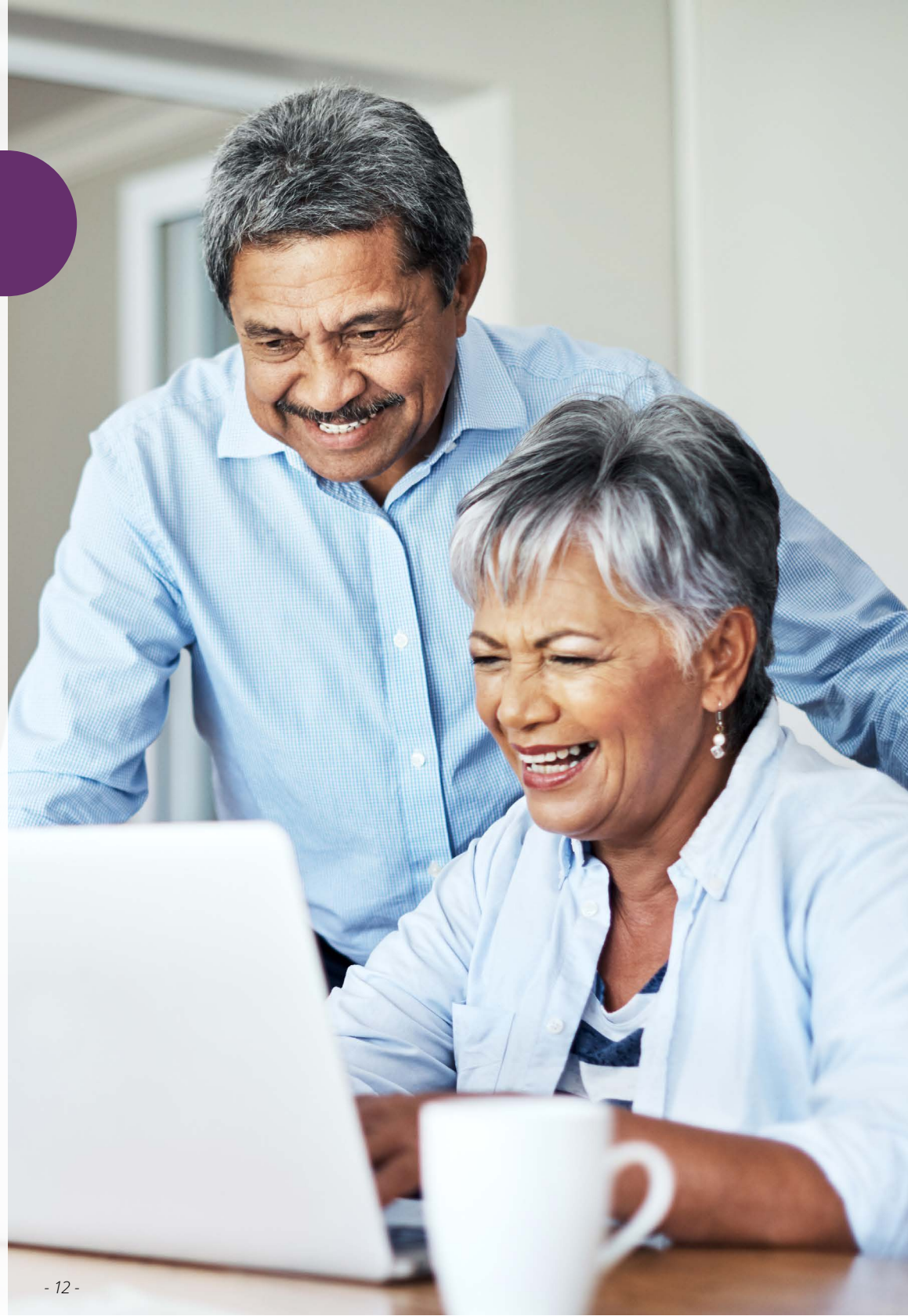
Credit card issuers can use digital targeting segments to reach online audiences likely to be a good fit for ITA offers, such as:

- Card balance transfer candidates
- Premium credit card targets
- Millennials likely to respond to card offers
- Likely to have high income and financial durability



AltFi companies can use digital targeting segments to better reach new and lookalike audiences for payday lending and Buy Now, Pay Later (BNPL) ITA offers, such as:

- Likely to have desired credit attributes and financial capacity (aggregated credit, income, financial durability)
- Likely to look like best current customers (Economic Cohorts)



5 Leverage campaign results to improve future campaigns

Consumer lending is competitive. In order to stay ahead, you need to understand the results of previous ITA and Prescreen campaigns and keep track of the competition. Then, you can use insights to refine your future ITA campaigns for better performance.

Use our [**Campaign Insights Dashboard**](#) to advance your ITA and Prescreen acquisition strategies:

- Compare ITA and Prescreen campaign performance
- View response of both converters and non-converters
- Understand the profile of converters — credit, economic, and generation
- Evaluate where you are winning and losing — which consumer segments, which products, which offers, which markets
- Easily integrate learnings to refine ITA audience selection, update existing ITA models, and develop new ITA models

Access ITA campaign results and keep track of the competition so you can **refine targeting criteria** and inform future acquisition efforts.





Work with Equifax to **target consumers that have similar characteristics** as successful Prescreen models. Find ITA prospects that are **more likely to respond** to and accept offers compared to broad prospecting criteria.

How to work with Equifax for your ITA prospect lists

Whether you are in need of quick ITA prospect target lists or prefer advanced ITA prospect models, we can help. Our ITA prospect list solutions will help you **reach the right audience for your offers** and get your campaigns in-market quickly.

Credit Modeling for ITA™ — Universal Models

Pre-built lookalike models for fast access to ITA prospect lists for:

- Auto
 - Bankcard
 - Mortgage
- Off-the-shelf, cost-effective, quick fulfillment
 - Models are designed to reach attractive audiences for auto, bankcard, and mortgage ITA offers
 - Based on our vast knowledge of successful Prescreen criteria

Credit Modeling for ITA™ — Custom Model

Custom lookalike model built using your firm's unique acquisition model and performance data. Includes aggregated credit data and consumer financial insights from Equifax.

- Custom lookalike model to meet unique ITA goals
- Incorporates your firm's unique Prescreen approve/decline criteria, channel propensity, and other desired metrics (e.g. revolver/transactor, customer value, etc.)

ITA Prospect List Append

Start with your own ITA prospect list and further refine your target audience with consumer financial insights from Equifax.

- Leverages your firm's existing prospect lists
- Lists are enhanced with aggregated risk, credit capacity, financial durability, estimated income, affluence, spending power, and more

Why companies work with us to enhance their ITA

- Specialty in consumer financial and alternative data beyond credit: financial capacity insights, financial durability, and consumer segmentation
- Cloud-native experts in advanced financial analytics and technology
- Wide-ranging industry relationships to activate audiences across digital channels
- Continuity with existing credit acquisition processes
- Comprehensive risk, fraud, and commercial solutions to complement acquisition efforts

Leverage our predictive consumer data to **better reach ideal consumers.**



Contact us to discuss solutions to advance your ITA targeting, analytics, and campaigns.



USISmarketing@equifax.com • equifax.com/business