



EQUIFAX

Boost

your acquisition strategies

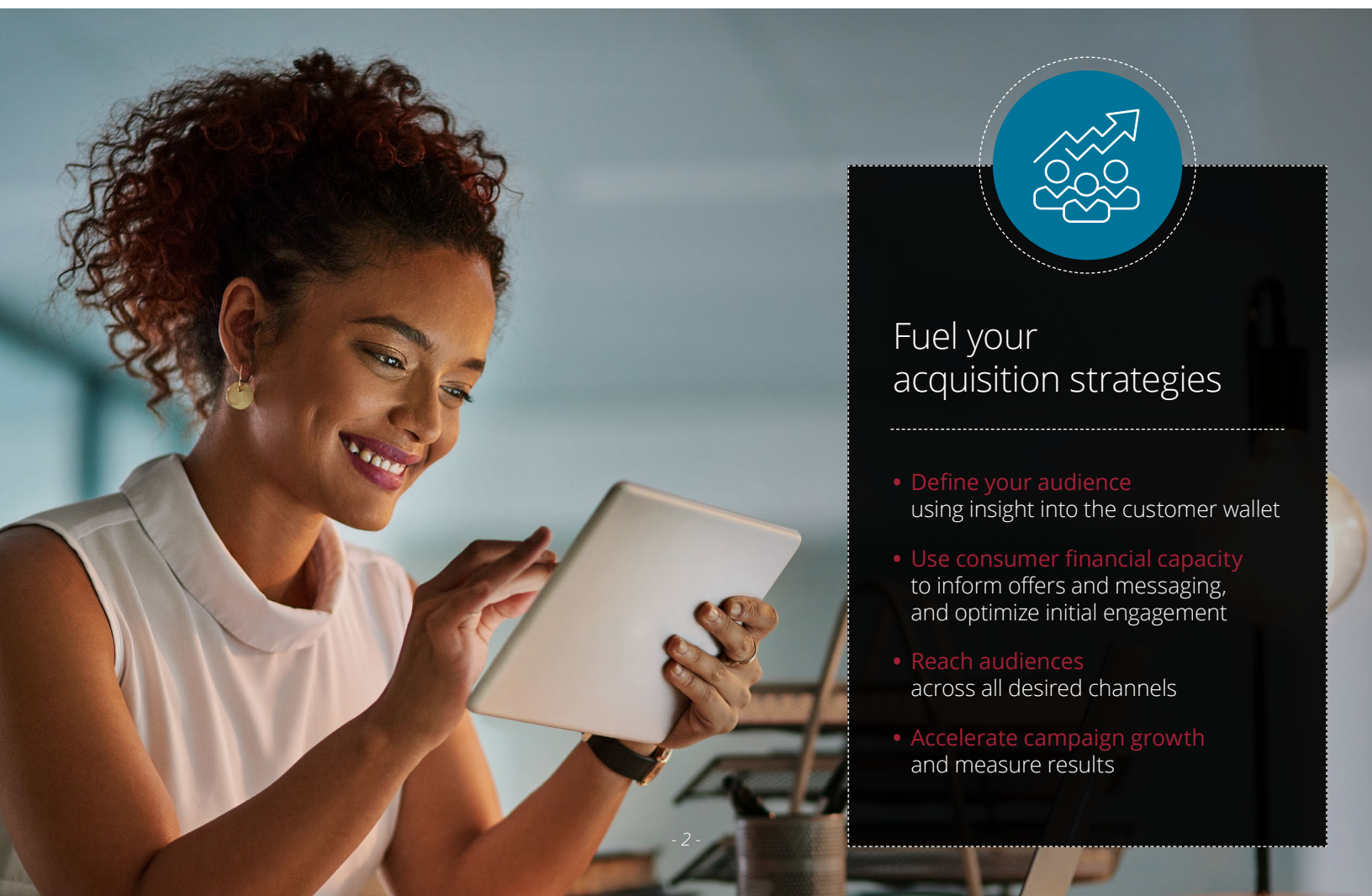
Invigorate your customer acquisition campaigns with consumer financial data and digital solutions

Consumers have an abundance of pent-up demand and are ready to spend. In fact, many individuals now have stronger personal finances than they did before the pandemic. Several industries such as travel, retail, and restaurants are already experiencing rapid growth, while telecom and automobile industries remain strong. At the same time, the uptick in e-commerce and online shopping that took place during the last few years is likely to stick, if not accelerate.

Our acquisition solutions help marketers take advantage of this demand — and capture not only new customers, but also a bigger share of the consumer wallet.

We offer consumer data and tools to help marketers gain an extensive view of consumers' financial pictures and more confidently refine acquisition audiences. Plus, our focus on digital acceleration enables you to reach target consumers in relevant ways across preferred channels. When it's time to bring new customers on board, we help you maximize the sale and deliver a positive customer experience to build a lasting relationship.

Find and reach
ideal prospects
and maximize your
initial engagement.
Leverage our
acquisition solutions
to power your
prospecting efforts.



Fuel your acquisition strategies

- **Define your audience** using insight into the customer wallet
- **Use consumer financial capacity** to inform offers and messaging, and optimize initial engagement
- **Reach audiences** across all desired channels
- **Accelerate campaign growth** and measure results

Find the right consumers for acquisition campaigns

Effective acquisition starts with identifying prospect audiences that have not just the interest, but the financial ability to purchase or invest in your products and services. With our insight into the consumer wallet, we help you create the ideal target audiences by focusing on those consumers that likely have the cash or credit to take advantage of your acquisition offers.

Our solutions are based on a foundation of over \$24 trillion in anonymous U.S. consumer investable assets and credit data for over 220 million consumers in the U.S.

Target consumers
with the financial
resources to spend
or invest.



Use financial and economic insights to define your audience

**Incorporate consumer finances
to identify optimal prospects
and maximize sales**

Estimated household income,
assets, spending power,
credit, ability to pay

**Leverage actionable
segmentation tools**

Financial and
economic-based
segmentation

**Locate geographies with
growth opportunities**

Market-level
financial metrics



If you are looking for consumers to buy your products and services, we can help you find your desired audiences — and make sure they have the financial capacity to take advantage of your offers.



Data and metrics to drive acquisition



Consumer wallet data to define your prospect audience

Expand and refine your acquisition targeting with insight into the consumer wallet. Target audiences based on their likely financial profile. Find optimal prospect audiences with the financial capacity to spend, invest, or meet financial commitments. Maximize sales opportunities and deliver the right treatment level from day one.

- **Cash inflows:** Target prospects by their estimated total income — salaries, plus investment, retirement, and business income
- **What's in the bank:** Reach prospects with desired levels of invested assets or with specific investment preferences*
- **Discretionary funds:** Differentiate prospects by their likely capacity to have funds to spend, save, or invest
- **Credit needs and usage:** Incorporate data on aggregated credit behaviors and outstanding balances
- **Ability to pay:** Understand prospects' likely ability to meet financial commitments, especially important for marketing products with long-term contracts or payment plans
- **Small business:** Differentiate small businesses by their estimated assets and financial strength



Advanced segmentation to deliver the right offer and message

Combine your own data with actionable asset-based or economic-based segmentation tools to define and engage acquisition audiences. Understand your best target audiences, what they are like, and where to find them. Ensure the right message is delivered via the right channel.



Market-level financial metrics to find the next hot geography

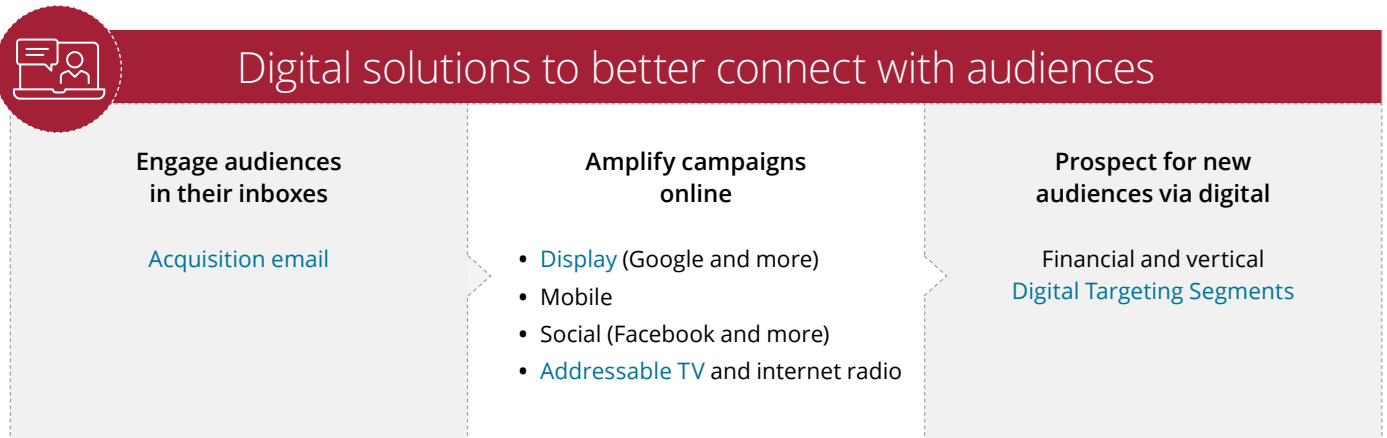
Examine market-level financial data to find geographies likely to hold growth opportunities. Find geographies with rising affluence, income, or assets. Assess size and share of outstanding assets or credit in target markets. Identify markets where you should reduce your footprint or efforts.



Find optimal prospect audiences with the financial capacity to spend, invest, or meet financial commitments.

Reach audiences across digital channels

Today's consumers are inseparable from their devices — which means marketers need to reach consumers where they spend their time. Leveraging digital channels for acquisition campaigns not only extends message reach, but also optimizes budgets and enables consumers to respond to offers faster.



Accelerate campaign growth and profitability

Acquisition marketers continuously focus on generating new customers and deciphering which campaigns are most effective. We offer a unique program to help marketers minimize campaign risk and leverage analytics to assess results.

- **Eliminate campaign risk while generating new customers**
Acquisition campaigns can be costly. As an alternative, use pay-for-performance campaign programs to transfer upfront campaign costs and only pay for new customers acquired. Simultaneously manage response rate and program risk.
- **Assess campaign performance**
Leverage custom analyses to analyze your offline and digital campaigns against your company's specific metrics and revenue goals. Learn what is working, so you can do more of it.



Manage campaign execution

Eliminate campaign response risk

Pay-for-performance marketing

Analyze performance

Campaign analysis

Why marketers work with us to enhance acquisition

- ✓ **Specialty in the consumer wallet**
- ✓ **Cloud-native experts in advanced financial analytics and technology**
- ✓ **Wide-ranging industry relationships to activate audiences across digital channels**
- ✓ **Comprehensive fraud, risk, and commercial solutions to complement acquisition efforts**

Refine your audience, better reach target consumers, and enable faster response to offers.



Contact us to discuss solutions to fuel your acquisition campaigns.

USISmarketing@equifax.com • equifax.com/ddm