Boost your acquisition strategies
Despite higher prices and interest rates, consumer demand for goods and services remains high. Consumers are consistently on the lookout for items that they need and want — whether that is a new automobile, a travel experience, or a tech gadget. At the same time, e-commerce and online shopping continues to accelerate. Plus, consumers are increasingly focused on their financial health.

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.

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

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
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 $27 trillion in anonymous U.S. consumer investable assets and credit data for over 245 million consumers in the U.S.

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Find the right consumers for acquisition campaigns

**Target consumers with the financial resources to spend or invest.**

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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 likely to have 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
- **Financial durability:** 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.

*For IXI Network Members*
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.

Digital solutions to better connect with audiences

**Engage audiences in their inboxes**
- Acquisition email

**Amplify campaigns online**
- Display (Google and more)
- Mobile
- Social (Facebook and more)
- Addressable TV and internet radio

**Prospect for new audiences via digital**
- Financial and vertical Digital Targeting Segments

Deliver offers through digital channels
Save time and extend budgets by sending acquisition offers and messages via email. Deliver promotions to target audiences across digital channels, from display, to mobile ads, to social platforms, to addressable TV, and more.

Target and reach new audiences online
Use digital targeting segments to reach new, high-potential audiences for online offers and messages. Incorporate segments based on financial profiles, behaviors, and product preferences to strengthen digital targeting.
Acquisition marketers need to be able to simplify data management and test new datasets in order to improve their models. We offer a unique platform to help speed and advance prospecting efforts.

**Advance and speed acquisition analytics**
Leverage a unified, cloud-based platform to build and refine prospecting models. Access Equifax datasets, plus your firm and third-party data in one place. Test what-if and champion/challenger scenarios to optimize models. Plus benefit from machine-learning and a results feedback loop to fine-tune models.

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**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.

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