

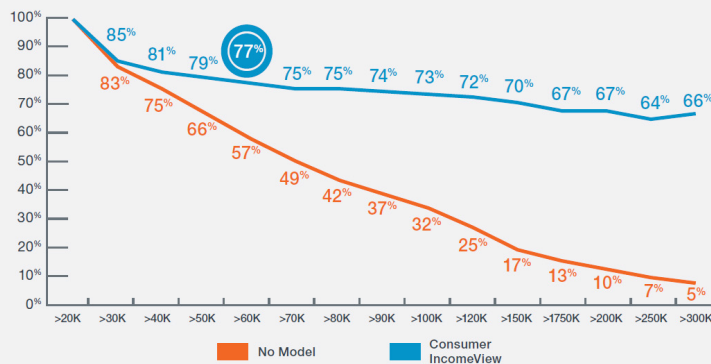
# Income Validation Just Got More Precise and Inclusive

## Consumer IncomeView Delivers Better Performance, Better Results

By combining powerful multi-source data and advanced machine-learning technology, Equifax Consumer IncomeView™ is helping businesses:

- Improve income estimation accuracy over prior models
- Score the majority of consumers

One Tail Accuracy Metrics



### More Accurate. More Period.

If the model outputs an estimated income of \$60,000, then 77 percent of the time the consumer's true income will be that amount or greater.<sup>1</sup>



### The Secret Sauce?

A mix of proprietary data and neural network technology

#### Multi-source Data Assets

- New, expanded attributes — *more than 30% more attributes than prior models* — built from the Equifax consumer credit database
- Trended data analyzes data over time to visualize behaviors, patterns and future trajectory

#### NeuroDecision Technology

- Next-generation proprietary neural networking technology fueled by machine learning
- A high-performance predictive model that produces a score



### Big Data + Machine Learning = Improved Accuracy

Learn how Consumer IncomeView can help you more accurately estimate the income of the vast majority of consumers.

### CONTACT US

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[equifax.com/business](http://equifax.com/business)

<sup>1</sup>Based on Equifax internal performance studies performed in 2018