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

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

More Accurate. 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.¹

Big Data + Machine Learning = Improved Accuracy
Learn how Consumer IncomeView can help you more accurately estimate the income of the vast majority of consumers.

¹Based on Equifax internal performance studies performed in 2018