



**EQUIFAX**

# *Deepen* engagement with with your best customers

Leverage consumer financial insights to elevate sales, grow share of wallet, increase assets, and retain best customers



# Expand your customer relationships and digital engagement

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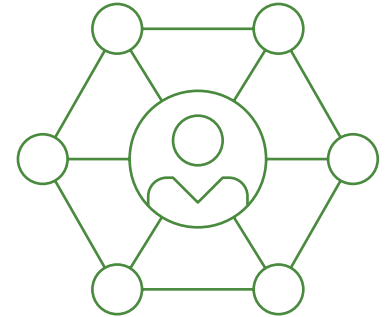
As the economy continues to rebound, many consumers are ready to pursue spending on delayed purchases, such as travel or tech upgrades, as well as refocus their financial strategies. However, with rapid job turnover during the last few years, plus inflation and accommodations, many consumers' financial situations remain in flux.

This creates a multitude of challenges for marketers — they need to identify which of their customers have the financial ability to:

- Spend more
- Increase savings or investments
- Meet long-term financial obligations

However, marketers often lack the insight to identify these customer segments. Plus, many companies struggle to understand how much business they are losing to competitors.

**In today's shifting economy, it is more important than ever to deepen relationships with the right customers — those that can spend, invest, or save more, and meet financial commitments.**



Find the hidden potential in your customer base. Leverage our insights into the consumer wallet and customer engagement solutions to grow your sales, gain assets, and retain best customers.





We provide consumer financial data and tools to help marketers find the hidden potential in their customer base. By helping you deliver offers that match customers' likely ability to purchase, invest, or save, our [customer engagement solutions](#) enable marketers to deliver relevant real-time offers, and inform customer treatment groups and loyalty programs. In addition, our focus on digital acceleration helps marketers expand the ways they connect with their customers and further segment audiences for advanced offer management.



## How well do you know your customers financially?

**Dig into the data you are currently using to drive your customer marketing. How much do you know about the finances and economics of your customers? For example, which have:**

- The income levels to buy your goods and services?
- Extra cash available to spend, invest, or save more, after accounting for necessities?
- Invested assets held at other firms?
- The right financial profile for pay-over-time products and services?

It's not easy to know much about customers' bank accounts and financial inflows and outflows. But with these insights, you might significantly alter your customer marketing efforts — and improve your results.



## Identify your best customers and boost revenue

1	Market to valuable customers using insight into the consumer wallet
2	Use advanced financial and economic-based segmentation to drive offers and messaging
3	Maximize the customer experience with appropriate treatment and offers at just the right time
4	Understand consumer financial durability to retain customers with long-term value
5	Engage customers across digital channels

# 1 Identify hidden customer potential with insight into the consumer wallet

Our financial capacity insights enable marketers to better understand the financial position for their customers — whether they are likely to have available funds to spend, invest, save, or pay for obligations.

With insight into the customer wallet, marketers can better:

- Identify which customers offer the most growth potential for incremental spend or asset growth
- Prioritize and segment customers for cross-sell and upsell offers
- Protect their most valuable customers and prevent attrition
- Segment customers most likely to be able to pay for long-term obligations



Leverage financial capacity insights to better identify and retain high-growth potential customers

## Economic insights

- Total income estimate
- Affluence measure
- Discretionary funds
- Ability to pay measure
- Financial durability measure
- Aggregated credit measures

## Wealth insights<sup>†</sup>

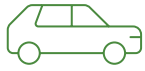
- Invested assets estimates
- Financial product balance estimates
- Investment propensities
- Small business assets

<sup>†</sup>For IXI™ Network members

One credit union achieved 100% lift in deposit, investment, and loan balances by segmenting members by likely assets and product needs.\*



## How can companies use financial capacity insights to deepen customer relationships and engagement?



**Auto** companies can identify customers likely to be able to spend more on their next vehicle



**Telecom and utilities** companies can identify customers likely to have the financial ability to upgrade their packages and stay current on monthly services



**Travel and leisure** and retail companies can identify customers likely to have the ability to spend more or qualify for upgrades or exclusive promotions



**Insurance** companies can segment high-potential customers to be serviced by dedicated advisors versus call centers



**AltFi** companies and lenders can segment customers to better filter audiences before credit reviews and cross-sell campaigns



**Financial firms** can gauge share of assets and prioritize customers by their incremental investment or deposit potential



**Financial marketers** and advisors can present appropriate next-best offers with insight on estimated total and product-level balances and investment propensities



Consumer wealth is concentrated amongst only a few — making it harder to find: Only 7% of households hold nearly 69% of consumer wealth

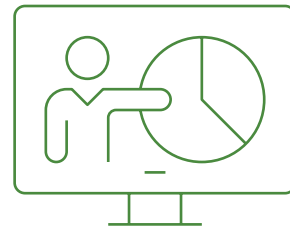
— Equifax analysis

Large retailer used consumer economic insights to identify current business customers likely to have high spending potential and ability to pay for goods purchased.

## 2 Better engage customers with the right offer and message

Marketers can take their campaigns to the next level by combining their customer data with actionable asset-based or economic-based segmentation tools. These advanced segmentation systems help marketers:

- Define customer audiences: Understand best customer segments, what they are like, and where they are located
- Engage target segments and valuable customers: Ensure the right message, creative, and offer is delivered via the right channel



### Economic-based segmentation

Leverage income, spending, credit, and behavioral insights to identify high-growth segments and increase sales

By using economic-based segmentation, companies can expect to increase lifetime value (LTV) by up to 5%

— Equifax analysis

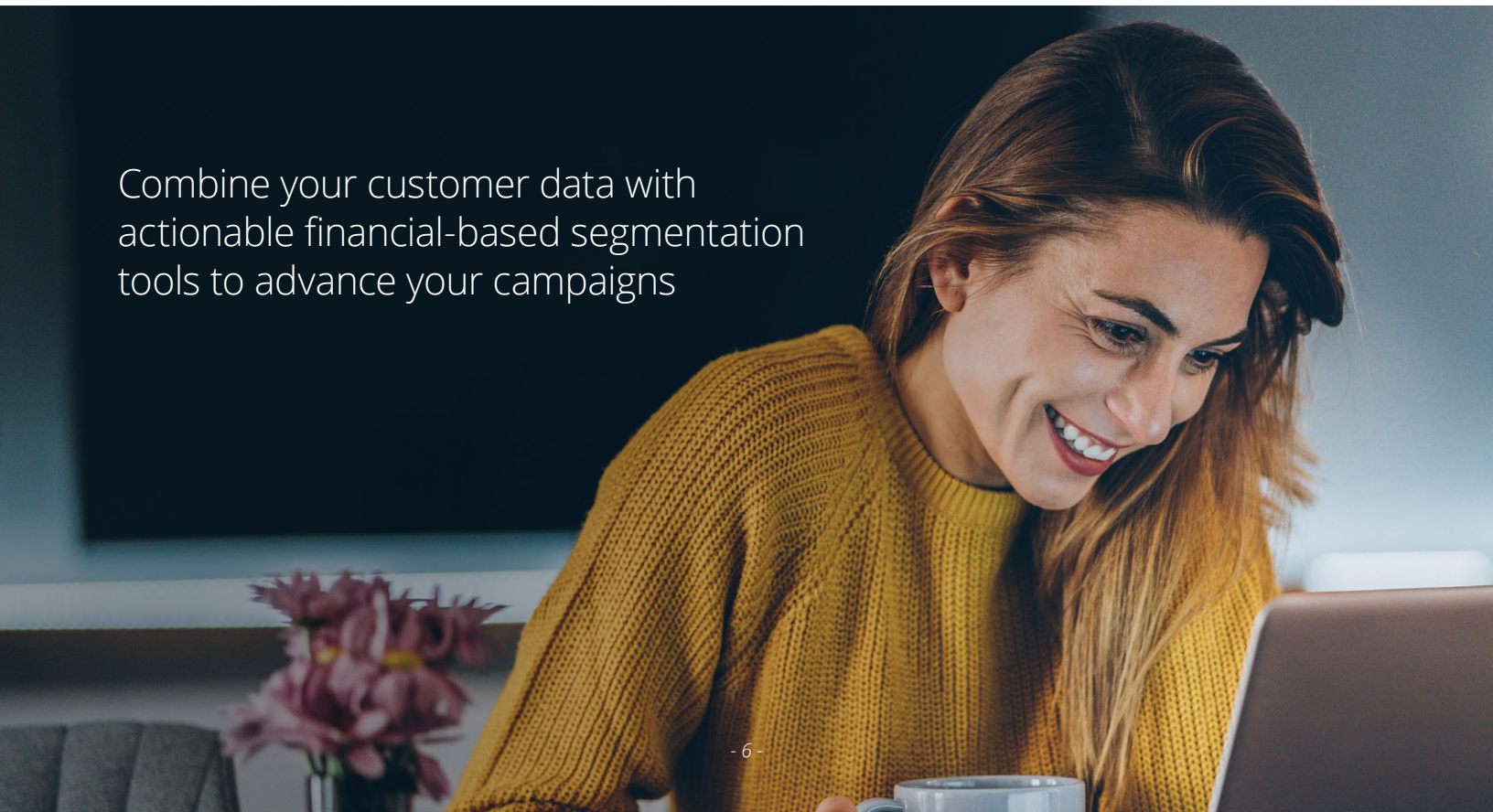
### Asset-based segmentation<sup>†</sup>

Leverage asset insights and segmentation to better market to financial audiences and increase AUM

By using asset-based segmentation to analyze its customers, one bank can expect to increase its customer lifetime value by \$80M\*

<sup>†</sup>For IXI™ Network members

Combine your customer data with actionable financial-based segmentation tools to advance your campaigns





# 3 Maximize the customer experience

Delivering an optimal experience is key to deepening the relationship with your best customers. In fact, both consumers and marketers agree that the customer experience is critical to a business' future:

- 80% of customers agree the experience a company provides is as important as its products and services<sup>1</sup>
- 86% of marketing leaders expect to be competing completely or mostly on experience in the coming years<sup>2</sup>

One bank increased revenue by over \$700 million by using financial insights to align customers with the right service levels\*



## Leverage wealth and economic insights

By leveraging **wealth** and **economic insights**, along with additional **customer engagement** strategies and tools, marketers can increase customer satisfaction. Here are two examples:

### 1. Prioritize best customers for premium treatment

Companies can segment their customers into marketing treatment groups based on spending or asset growth potential.

With financial insights, marketers can:

- Deliver premium service and offers to high-growth potential customers
- Identify the right customers for loyalty program benefits

### 2. Empower your service centers to deliver relevant offers at just the right time

Companies can access our consumer financial and credit capacity insights in near real-time via our **API**.

Fuel your web-based applications, call centers, and point of sale locations with insights so you can better:

- Instantly recognize high-potential customers
- Differentiate messaging based on customer spending and asset growth potential
- Deliver timely, more personalized offers

1. Salesforce State of Marketing, 2021

2. Gartner Customer Experience Management Study, 2019

By segmenting loyalty program members by spending potential, retailers can increase revenue potential by as much as 25%

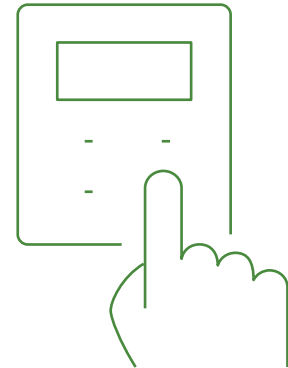
— Equifax analysis

# 4 Understand consumer financial durability to deepen relationships with customers

Companies are always looking for their next generation of best customers. And some need to know which customers can reliably pay for their financial commitments.

To help achieve these goals, marketers can examine customers' **financial durability** — namely their financial resources and ability to withstand economic stress. The reality is that economic hardships such as the pandemic do not hit all customers equally — some customers can continue spending, investing, and paying bills regardless of economic conditions.

With financial durability analysis, marketers can better differentiate customers with a solid financial foundation so they can prioritize them for premium offers, services, and long-term value creation efforts. Our financial durability insights rely on a combined view of our wealth and economic insights — estimated income, capacity to spend, ability to pay, aggregated credit, and estimated assets.



Financial durability analysis can help marketers identify both high value and at-risk customer segments. One communications provider used financial durability measures to identify consumers who were 10x more likely to have a non-pay disconnect.\*



## Financial durability can be used to identify pockets of valuable customers:

- High-durability households have 86% greater spending power than the general population
- For Gen Z, high-durability households have 114% more spending power than all households in their generation
- High-durability households tend to hold higher and faster growing assets in their portfolio

— Equifax analysis



# 5

## Engage customers across digital channels

Digital acceleration is high on the priority list for most companies. According to recent research, marketers' number one challenge is to engage customers in real time.<sup>3</sup>

Our digital solutions can help. Marketers can work with us to reach customers via email as well as onboard audiences to connect with customers via display, mobile, social, and more. Plus, marketers can go beyond targeting traditional customer segments by adding in financial, economic, and behavioral criteria to build new audiences for tailored digital communications.

<sup>3</sup>Salesforce State of Marketing, 2021

A leading company used financial data to segment audiences, and then targeted them through addressable TV to achieve 30% lift in new accounts.\*



### Digital solutions to better connect with your customers

#### Engage customers in their inboxes

- Email append for cross-sell, retention, or CRM enhancement

#### Onboard customer segments for digital communications

- Digital onboarding
- Display (Google and more)
- Mobile
- Social (Facebook and more)
- Addressable TV and internet radio

#### Enhance existing customer groups to reach high-growth potential segments online

- Digital Targeting Segments

Combine your customer lists with financial, economic, and behavioral criteria to reach high-growth potential segments through digital channels.

# Why marketers work with us to enhance customer engagement

- ✓ Specialty in the consumer wallet
- ✓ Cloud-native experts in advanced analytics and technology
- ✓ Wide-ranging industry relationships to activate audiences across digital channels
- ✓ Comprehensive [acquisition](#), [fraud](#), and [risk](#), solutions to complement customer engagement efforts



Identify high-growth potential customers. Deliver the right offer. Maximize the customer experience. Prioritize financially durable customers. Expand digital communications.



Contact us to deepen  
your customer relationships.

**[USISmarketing@equifax.com](mailto:USISmarketing@equifax.com) • [equifax.com/ddm](https://equifax.com/ddm)**

\*Results for scenarios may vary based on actual data and situation.

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