

# Deliver an **Omni-Channel** Experience with Financial Insights



# Deliver an Omni-Channel Experience: Reach Customers Through Multiple Channels

Did you know that not only can you work with Equifax to help identify your optimal target audience using our wealth-based financial measures, but that we can also help you **reach and connect** with them through almost all channels?

**It's true.** We can help you deliver the same message to the people that you are already marketing to via direct mail and email through digital channels as well – such as via online advertising, mobile, social media, addressable TV commercials, addressable radio ads and more.

There are a lot of moving pieces in an omni-channel marketing campaign, and we can help you put them all together.



Increase conversions and help improve the bottom-line by reaching customers through the marketing channels they view, interact with, and experience throughout their day.

# Are You Keeping Up With the Latest Digital Capabilities?

Are your marketing teams, ad agencies, and analytics groups keeping up with the latest technologies to inform and help enable optimal omni-channel marketing?

## Core Capability #1



### Onboard Your Customer Database

Onboard your offline CRM file to a digital format to enable enhanced targeting for online ads, mobile ads, addressable TV, radio, and other digital channels

Imagine if your target customers saw the same message **three times** on the same day:

On a postcard received in their mailbox



As a digital ad while catching up with friends on social media

As a commercial while watching their favorite TV show



A leading bank used our audience targeting solutions to differentiate online consumers in real time based on their estimated financial profiles. The result was that **78%** of campaign impressions were reallocated to the **right target audience**, and expected opening balances **increased** for new accounts **by 88%\***.

\*These results may not be typical, and your results will depend on your specific facts and circumstances.

## Core Capability #2



### Digital Targeting

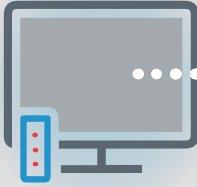
Use estimated financial capacity and propensity measures to target consumer and small business audiences via online, mobile, addressable TV and other channels

**Serve online ads to only those audiences likely to be Mass Affluent and that are Active Traders...**

**OR**

**to those that are likely to have income greater than \$150,000 and are luxury travelers**

### Core Capability #3



#### Addressable TV

Optimize ad spend by serving addressable TV ads to your optimal target audience, similar to the way you target audiences for direct mail campaigns

A leading brokerage firm worked with Equifax to onboard its customers and target specific audiences in market via addressable TV, resulting in an **over 500% lift** in new account assets and **over 30% lift** in new accounts opened.

Leverage our relationships with leading cable and satellite providers to serve varying TV commercials direct to target audiences:



**Ad 1** promotes your brand to only those households that are not part of your loyalty program

**Ad 2** announces a new, premium product to likely high-income households that are part of your loyalty program

Use insights to **tailor the message** audiences will see when they visit your website or view your ads **based on their likely profile.**

### Core Capability #4



#### Ad and Site Personalization Insights

Gain insights about web traffic to better customize your online ads and website for various audiences



Audience A



high discretionary spending and income



offer **luxury package**



Audience B



standard discretionary spending and income



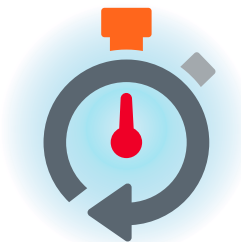
offer **value package**



Are your company's ads being viewed by audiences that are unlikely to be interested in or able to afford your product?

Our real-time measurement solutions enabled a leading financial firm to identify which sites in their media plan best matched the target audience for each campaign based on site visitors' likely financial profiles, resulting in a **reallocation of thousands of dollars** in ad spend.\*

#### Core Capability #5



### Real-Time Measurement

Measure, on the fly, the types of customers viewing and responding to your ads and websites



Work with us to assess channels and publishers in order to better reach your optimal audience and maximize your marketing budget.

#### Core Capability #6

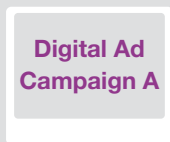


### Closed-Loop Attribution

Match the audience that is served targeted digital ads to sales, revenue, and conversions

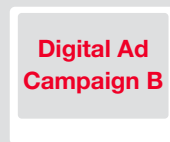


Measuring clicks and impressions is not enough. Instead, tie ad spend to **results**:



resulted in  
**150% lift**  
in sales.

**Keep going!**



resulted in  
**22% lift**  
in sales.

**End or adjust  
this campaign.**

\*These results may not be typical, and your results will depend on your specific facts and circumstances.

# Easy Omni-Channel Marketing, From Start to Finish

The key to successful omni-channel marketing is to create a seamless, customized experience for your target customers to interact with your brand.

## How can Equifax help you do that?



1

### **Onboard Your Offline Customer Data**

Work with Equifax to help transform your offline customer data to an online format for use in online ads, mobile ads, addressable TV, and other channels.

Then you can better reach your target customers with a consistent message multiple times via the devices they are most likely to use.



2

### **Better Identify Your Optimal Audience Using Equifax Measures**

Segment your customers, prospects and markets by estimated wealth, income, spending capacity, credit usage, financial behaviors, buying behaviors and propensities, attitudes, demographics, and more.

For many companies, we may already have a standardized process in place for you to securely transmit your data to us.

**Cable and Satellite  
Partners**

**Radio**

**Social**

**DMPs**

**Publishers**

**Display Ad  
Networks**

**Agencies**

**Infrastructure  
Partners**

**3**

### **Benefit From Our Extensive Industry Relationships**

We work with leading online publishers, cable and satellite TV providers, social media platforms, mobile ad publishers, data exchanges, and other leading digital players to help enable you to expand your arsenal of marketing channels and better deliver your message to your target audience.

As a neutral third-party, we leave the choice of channels, publishers, networks and run schedules up to you.

**4**

### **Find Out if Your Marketing is Working With Closed-Loop Attribution**

Work with Equifax to connect your digital marketing spend with the impact it has on your business.

With our decades of experience, advanced analytics, technical expertise and relationships that help enable Closed-Loop Attribution analysis, we can help tell you which of your marketing campaigns are allowing you to achieve your goals and which ones are not.



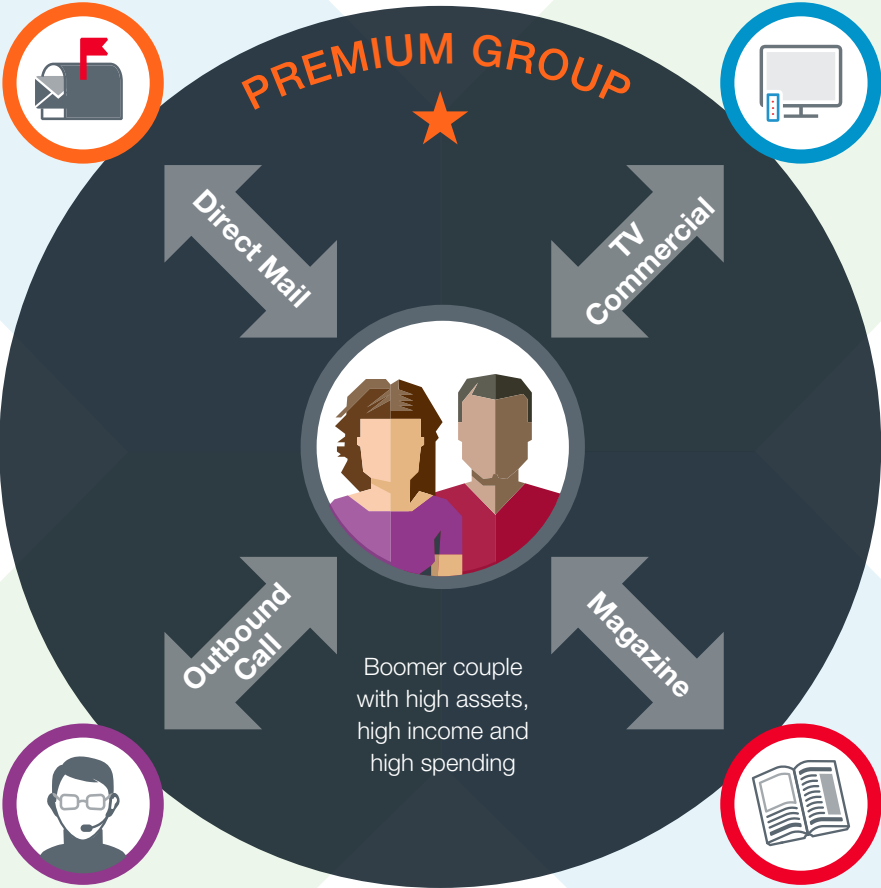
**FINISH**

# Omni-Channel Marketing In Action

“We invite you to contact us to receive exclusive services and benefits designed for customers like you.”

“You deserve more.”

“Experience the best.”



“Hello! I want to make sure you heard about our new services designed specifically for couples like yourselves.”

“Only the best.”

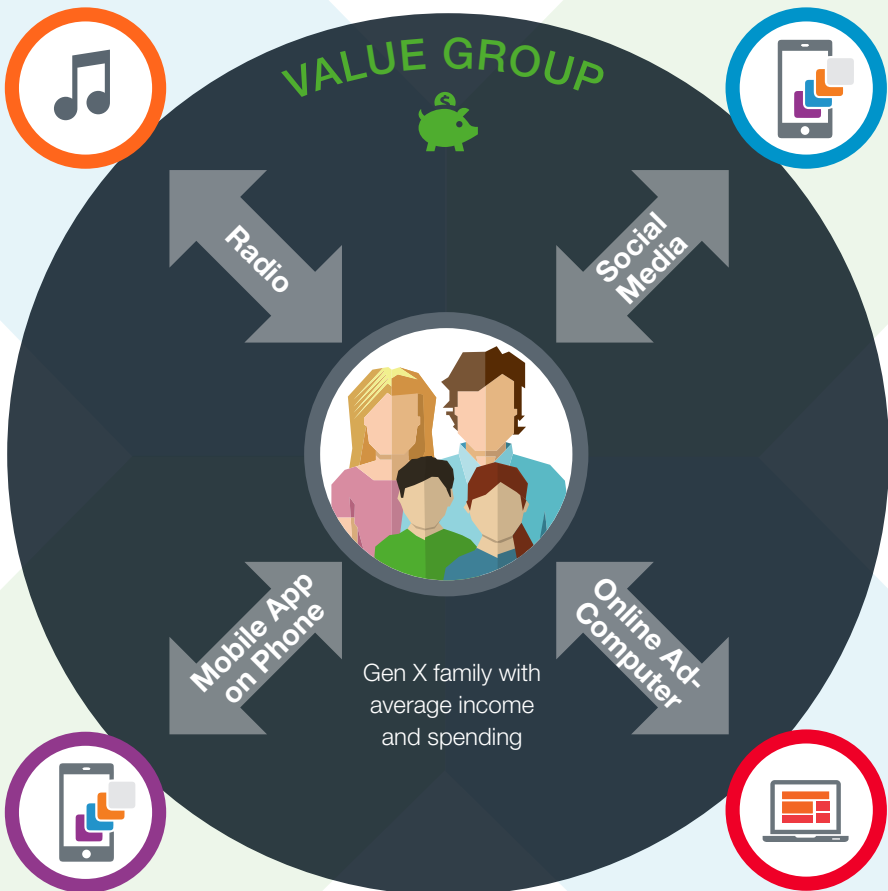
“Just for you.”



# Omni-Channel Marketing In Action

“This new product will be just perfect for your family...and your financial future.”

“Learn more about our new product for families.”



“Check out this new product - it fits your budget and the family will love it.”

“Families will love this.”

# Focus In On

## Digital Targeting Segments

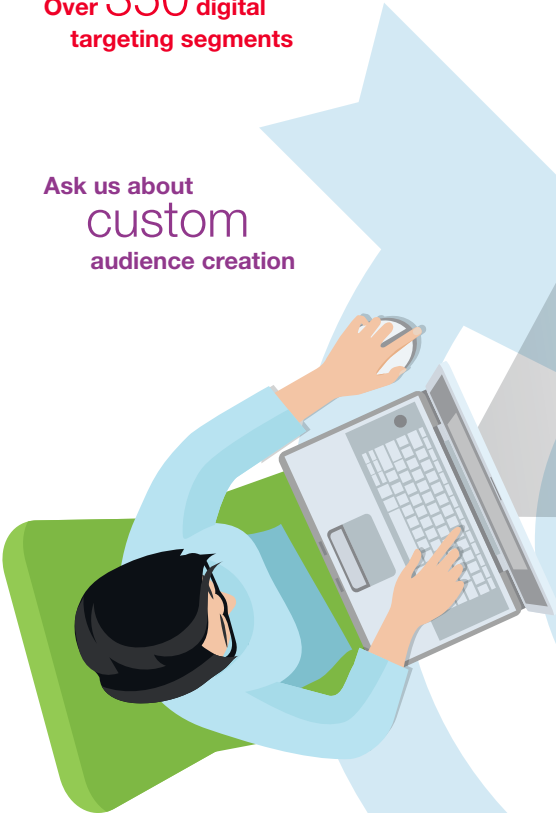
Having trouble reaching your ideal target audience online and via other digital channels? **We can help.**

Marketers can use our digital targeting segments to help serve the right online ad based on visitors' likely financial and economic position, purchase propensities, attitudes and behaviors.\*

Specialized targeting segments for 12 industries

Over 350 digital targeting segments

Ask us about custom audience creation



Wealth



Investments



Financial Cohorts®



Retail Banking



Insurance



Mortgage



Credit Card



Student Loan



Small Business



Income



Discretionary Spending



Ability to Pay



Economic Cohorts®



Economic Spectrum™



Aggregated FICO®



Retail



Auto



Communications



Sports



Travel & Leisure



Restaurant

\*Targeting segments neither incorporate nor reveal any personally identifiable information, and consumer privacy is maintained.

# Data-driven Marketing for Real World Results.

**Equifax** has grown from a consumer credit company into a leading global provider of insights. We leverage our unique data, innovative analytics, technology and expertise to power decision-making and drive better business outcomes across our clients' enterprises. For the next step in data-driven marketing solutions that help you drive profitable growth – **rely on Equifax.**

## Foundation of Measured Assets

Most solutions that offer financial insights on U.S. consumers rely primarily on survey- or census-based data. Instead of relying on these same sources, our insights are based on about \$15 trillion in anonymous, aggregated measured consumer

assets collected from leading financial services firms. This “direct-measured” data represents over 47 percent of all U.S. consumer invested assets, and overcomes some of the accuracy, reliability, coverage and granularity limitations of survey-based data.



## Contact Us Today

For more information, please contact:

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