



Digital Marketing Solutions
Empowering marketers for omni-channel

Powering digital marketing

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

Marketers need to be able to identify the right audience for their messages, plus transform customer data to extend messaging across digital channels. In addition, marketers need to measure the impact that their digital marketing efforts have on their business.

Why companies work with Equifax for digital marketing

- **Money matters:** Segment, reach, and engage with online audiences based on financial capacity, propensity, and credit history. The consumer wallet is our specialty.
- **Trust:** Protecting sensitive data is at the core of what we do. We specialize in data management, hygiene, enhancement, and privacy.
- **Transform:** We onboard offline customer data to an online format for digital campaigns.
- **Message:** We help you send customers the right message based on their likely financial profile and propensity for your brand and offer.
- **Execute:** Benefit from our extensive industry relationships to execute email, display, mobile, social, addressable TV, targeted radio, and other digital channels.
- **Measure:** Find out if your marketing is working with our analytical expertise and closed-loop attribution.
- **Scale:** Our database of over 300 million consumers — almost every U.S. credit-active consumer — translates into high linkage across offline and online channels.

Our digital industry relationships

- Social platforms
- Data Management Platforms (DMPs)
- Publishers
- Mobile
- Display ad networks
- Infrastructure partners
- Cable and satellite providers
- Internet radio
- Agencies

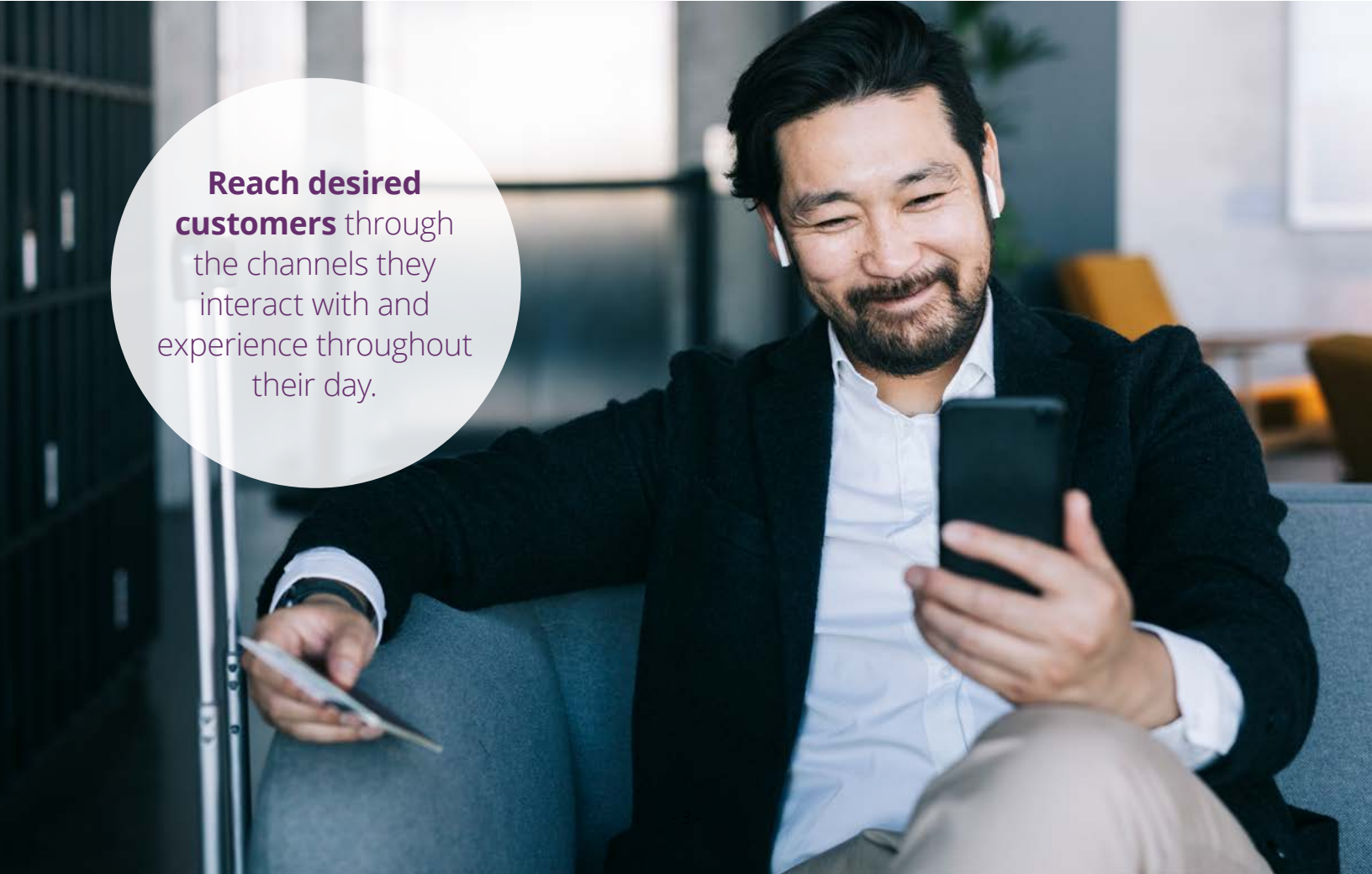
Leverage our **consumer financial insights** and industry relationships to help you extend your campaigns online, better reach your target customers, and tie digital efforts to **bottom-line results**.

Fuel your digital efforts with great data

Reach your desired audiences by combining your own data with consumer financial insights from Equifax:

- Leverage consumer financial capacity insights:
 - Wealth
 - Affluence
 - Estimated income
 - Spending
 - Financial durability
 - Credit
 - Consumer behaviors and interests
- Based on a foundation of anonymous direct-measured data gathered from leading financial services firms.
- Update your segmentation as your customers' financial situations, the economy, and your company's goals change.

Digital solutions from Equifax help you securely **onboard, segment,** and **enhance your target audiences** to fuel your omni-channel marketing campaigns.



Reach desired customers through the channels they interact with and experience throughout their day.

Digital solutions



Maximize your marketing budget with email

Enhanced Email services

With our email services, marketers can better engage with key audiences and deliver relevant and personalized messages to prospects and customers. We help you address your most common email needs: deliver Prescreen offers via email; drive acquisition with email prospect lists segmented by consumer wealth, economic, and credit insights; and fuel cross-sell and retention campaigns with email appends to your customer lists.



Transform customer data for use across channels

Digital Onboarding and Custom Audiences

Work with Equifax to convert your offline prospect, customer, or Prescreen lists in a secure environment to a digital format that can be used for online and mobile ads, social (including Facebook and Twitter), addressable TV, targeted radio, and other digital channels. Plus, enhance existing lists with financial, economic, and propensity criteria to develop custom audiences.

Then, benefit from our relationships with leading online publishers, cable and satellite TV companies, internet radio, social media platforms, mobile ad publishers, and data exchanges to easily activate your audiences for digital marketing.

Use **financial capacity and economic insights** to reach desired audiences across channels.



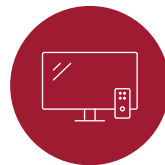
Social

Facebook, Twitter, Pinterest, LinkedIn, Snap, TikTok, and more



Display

Google ad network with Google DV360, and more



Addressable TV



Targeted radio



Find the right audience,
on the right platform

Digital Targeting segments

To enable advertisers and agencies to target audiences online with ease, we offer over 800 intuitive targeting segments based on our proprietary measures of households' estimated financial capacity, propensities, preferences, and behaviors. These segments leverage our foundation of Direct-measured™ asset data, aggregated credit information, and our proprietary segmentation systems to help companies better segment and target consumer and business audiences and deliver the right message and creative. Segments can be applied via online display, mobile, social, addressable TV, and other channels.

Financial Capacity segments

- Wealth
- Investments
- Deposits
- Affluence
- Income
- Spending power
- Financial durability
- Financial mobility
- Aggregated FICO®
- Financial segmentation
- Economic segmentation

Vertical Propensity segments

- Credit card
- Insurance
- Mortgage
- Student loan
- Auto
- Communications
- Retail
- Restaurant
- Sports
- Travel and leisure
- Spending propensities

Additional segments

- Millennials
- Small business
- Business-to-Business including company industry, age, company industry, age, job function, sales, credit risk, and more
 - Powered by our Commercial Marketing database including 56 million businesses



Measure campaign impact
on business outcomes

Closed-Loop Attribution

Advertisers need to connect their online ad spend to their bottom line. Our proprietary Closed-Loop Attribution measurement solution allows marketers to measure — in a repeatable and turnkey manner — the impact online advertising has on firm-specific metrics and revenue, whether the 'conversion' was done online or offline.

Energize your
digital efforts

Leverage consumer financial insights to enhance targeting and reduce wasted ad spend

Integrate offline and online communications

Deliver the right message based on likely ability to purchase or invest

Reach consumers across all channels

Contact us to discuss how our digital solutions can help you better connect with your desired audiences.

USISmarketing@equifax.com • equifax.com/DDM