



**EQUIFAX**<sup>®</sup>

## Digital Onboarding and Custom Audiences

### Reach your best customers online

Attention, marketing teams: When you think about your customers, do you sometimes visualize a person watching TV, checking their phone, and researching their next purchase on their tablet all at the same time? If so, then you need onboarding services from Equifax.

### With Onboarding, marketers can reach their offline target audiences in the digital world

Onboarding enables marketers to convert their customer or prospect data in a secure environment to a digital format that can be used for online targeting.

Savvy marketers know that they need to effectively reach and message to their customers or prospects on their preferred channels to get the best return on marketing spend. Equifax is the right onboarding partner to help companies reach their target customers via the devices they use most, engage in omni-channel marketing, track return on ad spend, and deepen customer relationships. We can help you onboard customer, prospect, ITA, and Prescreen lists so you can reach these audiences via digital channels.

### Enhance digital targeting with custom audiences

Take your targeting to the next level by creating custom audiences that leverage our proprietary consumer financial and economic insights. Enhance your customer, prospect, and ITA lists with measures such as wealth, estimated income, spending power, financial durability, and credit behaviors so you can better reach valuable audiences, plus create lookalikes of your best customers. Then work with Equifax to onboard your custom audiences to enable multi-channel campaigns.

### Key benefits

Reach your offline audiences via major online channels including display, mobile web and apps, social, and addressable TV and radio.

Leverage our relationships with prominent Ad Tech companies to enable omni-channel marketing.

Enable advertising on Google, Facebook, Twitter, and more.

Count on Equifax to protect your sensitive data.

Enhance digital targeting by creating custom audiences that incorporate financial and economic insights.

Reach and engage customers and prospects through digital channels.

# Get started with Digital Onboarding

1

## Securely deliver a file of your target audience to Equifax

Marketer transfers a file to Equifax via a secure process.



2

## Standardize your file and remove PII

Equifax standardizes your file and removes Personally Identifiable Information (PII). We link individual-level data to household-level data and match each record to a persistent identifier for use in a subsequent closed-loop campaign measurement.



3

## Enhance your lists to create custom audiences

Optionally, you can work with Equifax to find more high-potential/high long-term value (LTV) customers by enhancing your lists with financial and economic insights as well as likely behaviors and attitudes.



4

## Convert offline data to an online format

Leveraging extensive industry relationships, Equifax activates your marketing list online for the digital channel of your choice, such as premium display, data management platform (DMP), mobile, social or addressable TV.



## Why onboard and develop custom audiences with Equifax?

Many companies claim to do onboarding, but not everyone does a good job. Why work with Equifax to help you transfer your target audience to an online format for marketing?

- 1. We protect your sensitive data:** Organizations across the U.S. have trusted Equifax for over 100 years to handle and protect their data, and we hold credit data on virtually every U.S. credit-active consumer as well as Direct-measured™ financial data that represents approximately 45% of all U.S. investable assets. Plus, Equifax has deep expertise in data management, hygiene, and enhancement.
- 2. Leverage existing processes to easily expand to omni-channel marketing:** Many companies already rely on Equifax to help segment their customers for direct mail, email, and other marketing programs. If you are one of these, then you likely already have a seamless process in place to transmit data to us. We can help you onboard your key customer segments so you can target those same audiences digitally — via display ads, mobile, social, addressable TV, and other online channels.
- 3. Benefit from our extensive relationships:** We maintain relationships with leading online publishers, cable and satellite TV companies, social media platforms, mobile ad publishers, and data exchanges so you can easily activate your audiences online. As a neutral third-party, we leave the details of your online campaigns up to you.

Onboard your key customer segments to target those same audiences digitally — via display ads, mobile, social, addressable TV, and other online channels.

# Strengthen customer relationships and advance your marketing with Onboarding and Custom Audiences

Review these scenarios to learn how Onboarding and Custom Audiences can help your company expand and deepen your relationship with your target audiences.



## Goal 1: Enable 1:1 multi-channel marketing to your customers

**Benefit:** Deliver consistent messages across multiple channels to reach consumers who are most likely to be receptive to them. Avoid the inefficiency of showing your message to broad audiences via pure cookie-based targeting or mass online advertising.



## Goal 2: Develop lookalike campaigns to extend your audience and enhance prospecting

**Benefit:** Prospect new consumers that look like your best across multiple online platforms.



## Goal 3: Suppress current customers from online acquisition campaigns

**Benefit:** Reallocate valuable ad dollars to other acquisition initiatives and improve customer experience. Who wants to get a car ad when they just bought a new car?



## Goal 4: Enhance profiling or segmentation with Equifax or other 3<sup>rd</sup> party data

**Benefit:** Enhance customer profiles and segmentation with financial-based data and additional measures to better reach target audience via digital channels.



## Goal 5: Facilitate closed-loop campaign measurement

**Benefit:** Calculate attribution, track ROI on marketing efforts and ad spend, and adjust strategies for future campaigns.



## Goal 6: Optimize your website for various visitor types

**Benefit:** Enable a more personalized experience for customers visiting your website.

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