



Consumer email services for acquisition, cross-sell, and retention

Engage more prospects and customers through email

Email is a key component of an effective omni-channel marketing strategy. Almost all consumers rely on email as one of their primary channels for obtaining the information they need to conduct their daily lives. For marketers, email continues to be an economical and effective channel to connect with consumers.

With our email services, companies can better engage with key audiences and deliver relevant and personalized messages to prospects and customers.

Complete and seamless email solutions

By working with Equifax, companies can gain access to a complete email solution. Capabilities include:

- **Email lists for Prescreen acquisition:** We match your Prescreen list to email addresses so you can deliver firm offers of credit directly to your target audience's inbox. FCRA-compliant Prescreen offers can even be delivered via only email, saving you the significant time and expense of direct mail execution.
- **Email prospect list generation for acquisition:** Obtain a prospect list for targeting audiences for specific marketing efforts. By incorporating our proprietary Wealth Insights and Economic Insights into your segmentation and target list criteria, your campaigns are more likely to reach your desired audience.

We help address our clients' most common email needs, including:

Prescreen acquisition: Match Prescreen lists to email addresses to send FCRA firm offers of credit or insurance via email

Prospect list generation: Generate email prospect lists for email-based acquisition and ITA campaigns (non-FCRA)

Retention, cross-sell or CRM enhancement: Append emails to customer mail lists for next best product/service, cross-sell, loyalty, and retention campaigns

For example, the target list for your email audience might include the following criteria:



Wealth Insights for IXI™ Network members

Estimated invested assets greater than \$250,000 (WealthComplete®); likely to be advice-oriented (Investyles®); select clusters in wealth-based segmentation (Financial Spectrum™)



Economic Insights

Estimated total income greater than \$100,000 (Income360®); estimated discretionary spending greater than \$100,000 (Spending Power™); select clusters in economic-based segmentation (Economic Cohorts®)



Pre-defined digital segments

Likely to be in-market for auto lease; likely to have upward financial mobility; likely to be Millennial travel enthusiast

- **Email address append for customer cross-sell and retention:** We can append email addresses to your customer lists for next-best product/service, cross-sell, loyalty, and retention campaigns. We can also append emails to assist with CRM maintenance and email change of address (ECO) efforts.

In addition, customer lists can be enhanced with consumer Wealth Insights, Economic Insights, and pre-defined digital targeting segments to better reach desired audiences (see above examples).

By working with Equifax, companies can gain access to a complete email solution for both acquisition and retention campaigns.

Working with Equifax for email solutions and execution

Our email solutions include extensive match and hygiene processes, defined license terms, and several options for delivery:

MATCH



We match your list to email addresses based on match logic using consumers' names and addresses.

HYGIENE



Hygiene includes screening for syntax corrections (invalid email formats), misspellings, spam trap suppressions, and pings to determine hard/soft deliverable status. Additional screenings can ensure that every email address is corrected and deliverable by examining toxic or undesirable emails, DMA "Do Not Email" requests, FCC wireless domains, and misspelled domains.

CHOICE OF LICENSE TERMS



- **Prescreen acquisition:** Prescreen email lists can be used up to three times for a single Prescreen campaign for the contract period, usually 60 days.
- **Prospect acquisition for ITA or other marketing campaigns:** Email lists can be licensed for a single campaign, usually within 60 days.
- **Customer append:** Emails appended to customer lists for cross-sell/retention campaigns or other marketing related activities become your property with unlimited usage.

EMAIL CAMPAIGN EXECUTION



Our email partner can help you coordinate sending your Prescreen or other marketing acquisition emails to your prospects and customers on your behalf. This includes detailed campaign set-up requirements and recommendations regarding subject and from lines, copy, content, and creative specifications so your email campaign can reach your desired audience. In addition, our partner can suppress your company's opt-out or other files and conduct seed tests. We can alternatively send your Prescreen, marketing acquisition, or customer email lists to your company's email service provider for deployment.

Build high performance campaigns with our email deployment partner

Our email deployment partner offers best-in-market email solutions based on one of the industry's largest databases of high-quality, compliant, opt-in, and validated email addresses that is continuously refreshed to ensure accurate inbox delivery.

Key benefits include:

- **Extensive database:** Receive, cleanse and match incoming data from partnering websites to create a marketing contact database of millions of emails tied to a physical address.
- **Superior engagement:** With flexible deployment scheduling, email campaign executions can deliver 2-3x higher open rates and 5-7x higher click-through rates than the industry average.
- **Well-known client list:** Provider of marketing data and services to major companies including retail, big-box, auto, communications and many more.

Engage with your prospects and customers via email

Your marketing group already works with Equifax to help you differentiate and market to your best customers. Now you can enhance your multi-channel marketing efforts by coordinating with Equifax to identify and email more prospects with your desired targeting criteria.

info.ddm@equifax.com
800.210.4323
equifax.com/DDM

Contact Equifax today to learn more details about our email capabilities.