EQUIFAX®

Enhance
your Prescreen

Solutions to advance your
lending acquisition campaigns

Advance your lending acquisition model builds, expand your marketable audience, and deliver your offers faster

Credit prospecting teams are under pressure. They need to determine the right criteria to define their target audience, find new consumers for their offers, continuously update their models, and get their promotions in-market fast.

However, many prospecting teams are not set up to access, analyze, and test all of the data they need to efficiently build and update their acquisition models. Plus, acquisition budgets are tight and the cost of direct mail continues to rise.

As such, it is not surprising that many lenders are looking beyond their traditional credit-based acquisition models to drive better **response rates and bring in more new customers**. Lenders are also striving for faster **model builds and deployments** and are challenged to understand **how their promotions are performing** against the competition.

In the face of these challenges, it is time for lenders to evolve their acquisition strategies.

The Equifax solution
Lenders can work with us to explore data that offers an expanded view of consumer finances and find attractive new consumers for offers. Plus, we can help ease and speed the acquisition model build process so you can get your offers in front of your target audiences more quickly.

In addition, we can enable you to leverage valuable insights from your previous campaigns so you can quickly pivot your strategies and fine-tune your models. And we can save you money by offering solutions to deliver your offers via more cost-effective digital channels.

Find new consumers for your offers and better connect with target audiences.

Advance your Prescreen

- Ease data management
- Access more data to fuel prospecting segmentation and reach new audiences
  - Find new pockets of opportunity with financial capacity insights
  - Analyze the right credit scores and attributes
  - Expand audiences with alternative data
- Explore campaign scenarios, advance analytics, and speed model builds
- Expand channel delivery
- Use a feedback loop to continuously fine-tune models

Ease and simplify data management

Does your acquisition team struggle with disjointed datasets? How about multiple platforms that require extensive time and coding effort to manage?

Instead, lenders can use Equifax Ignite® for Prospecting — a single, cloud-based analytical platform that acquisition teams can use to quickly move from data compilation, to analytics and model build, to production.

Use Equifax Ignite for Prospecting to:

- **Easily upload and download all data with point-and-click tools** to guide even non-technical users
- **Access all data in one place** — your firm's data, credit and alternative data from Equifax, and third-party data — with virtually unlimited data storage capacity
- **Connect and match** disparate datasets to individual prospects and customers
- **Access the freshest data** — updated weekly or monthly
- **Easily incorporate new data**
- **Use a single platform** to compile data, build and test models, and move target list criteria to third party offer delivery platforms for direct mail and digital delivery
- **Securely store** your firm's data

Lenders can use Equifax Ignite for Prospecting to quickly move from data compilation, to analytics and model build, to production.

Choose Equifax Ignite for Prospecting to:

- Achieve 5x faster processing power*
- Speed analysis from several hours to a few minutes*
- Speed time to production
- Access an always-on platform

*As reported by leading credit union

Access more data to fuel prospecting segmentation and reach new audiences

In today's competitive lending environment, lenders need the most up-to-date credit scores and attributes. But they also need additional data to find new audiences, optimize acquisition budgets, and better manage risk. We offer the right data to help you:

- Find new pockets of opportunity with financial capacity insights
- Analyze the right credit scores and attributes
- Expand audiences with alternative data

Use consumer financial capacity insights to modify audiences for lending offers, before Prescreen:

- **Find new pockets of opportunity:**
  Among consumers with a modest 580 credit score, 10% have estimated total household income over $178,000*

- **Filter out consumers with lower resources:**
  1 in 5 consumers with a healthy credit score of 700+ have low financial durability*

- **Proactively reduce risk:**
  Low durability households have delinquency rates up to 10 times higher than those with the highest durability*

Find new pockets of opportunity with consumer financial capacity measures

Before you dive into analyzing which are the right credit scores and attributes to incorporate into your acquisition models, you can find new pockets of opportunity by segmenting consumers with a broader view of consumer finances.

How? With non-FCRA consumer financial capacity measures.

These measures shed insight on other pieces of the consumer wallet beyond credit, such as wealth, spending power, financial durability, and more. They provide lenders with an expanded view of consumers' financial health and their ability to successfully manage their finances, especially during times of financial stress.

Use consumer financial measures to segment audiences before Prescreen:
- Differentiate consumers across segments that have the same credit score, but likely have significant financial resources that could boost their eligibility for Prescreen offers
- Trim segments that are likely to have lower ability to meet financial commitments

Segment audiences before Prescreen with non-FCRA financial capacity measures

By assets, deposits, and affluence	By ability to keep spending and meet financial commitments
• WealthComplete® Premier* • Affluence Index™	• Financial Durability Index™ • Financial Durability Score™
By estimated total household income • Income360®	**By likely credit needs and usage** • CreditStyles® Pro
By ability to spend, save, or invest • Spending Power™	**Advanced segmentation to tailor messaging and creative before and after Prescreen** • Financial Cohorts®* • Financial Spectrum™* • Economic Cohorts®

Boost your ITA targeting. Use financial capacity measures to build custom lookalike models of past Invitation to Apply (ITA) and Prescreen responders so you can send your ITA offers to new audiences that are more likely to respond.

Analyze the right credit scores and attributes for your campaigns

There are thousands of credit scores and attributes that lenders can use to define their Prescreen target audiences. But that is just the challenge — with thousands of data points, where should lenders start?

To narrow the scope, lenders can leverage a variety of attributes packages and trended credit attributes. Lenders can also use indicators to spot consumers likely to open new tradelines.

Attributes packages to address defined needs

Use attributes packages to access a curated collection of attributes that are precisely designed to meet a specific lending need. The included attributes offer the most predictive ability to spot delinquency risk for that need.

All use cases	Market-driven need	Loan type
• Essentials • Attribute library	• Inflation and rising interest rates • Student loan deferment • Early payment default • Ability-to-pay • Accommodation	• Unsecured lending • Credit card • Communications and digital media

Trended credit attributes

Leverage historical tradeline information to gain a wider view of consumer credit patterns to enhance acquisition analytics. Explore our trended attributes.

Activation and periodic spending	Payment behavior and debt reduction	Transactor-revolver	Consumer behavior trends

In-market indicators to find active credit-seekers

Capture opportunities by identifying consumers that are more likely to actively be seeking new credit

True In-Market Propensity Scores™	TargetPoint™ Triggers

Expand audiences with alternative data

Over 77 million consumers have thin files or are credit invisibles. Plus, there are millions of credit-rebuilding consumers that may not qualify for traditional lending product offers according to traditional credit-based acquisition models.

That's a huge segment of consumers that lenders could be missing out on.

Instead, lenders can uncover additional qualified applicants for their offers by analyzing alternative data that shed light on consumers' financial characteristics and behaviors. For example:

- **Payment data for telecom, pay TV, and utilities accounts** — can show bill pay behaviors
- **Employment and income data** — can be easily verified
- **Payment history for borrowers that use specialty finance services** — can reveal creditworthy non-prime prospects that responsibly use payday or installment loans, lease-to-own, cash advances, or other services
- **Consumer-permissioned bank transaction data** — can reveal day-to-day financial behaviors

18% of thin/invisible consumers could qualify for prime/near prime offers by using alternative data and neuro decisioning AI based technology.

— Equifax analysis

Use alternative data to find new audiences for Prescreen

Scores that combine traditional credit scores and alternative data
- OneScore
- Optimized scores for credit card, auto, personal loan, and insurance

Bill pay behaviors
- Telecom, Pay TV and utility data

Income and employment
- Income and employment data

Specialty finance
- Data from DataX and Teletrack™

Consumer-permissioned bank transaction data
- Cashflow Insights

Explore campaign scenarios, advance analytics, and speed model builds

Can your acquisition team easily answer questions such as:

- Should we broaden the credit score band for our next campaign?
- How will changing criteria impact risk?
- Which offer will perform better?
- How many more applications can we expect if we include alternative data?
- How long will it take to build a new model for an upcoming product launch?

The solution to these challenging questions is Equifax Ignite for Prospecting. As a unified analytics platform, analysts can access, analyze, and test all of the data they need to explore alternative campaign scenarios and **how changing criteria may impact response rates, open rates, and possible future delinquencies.** The platform excels in enabling lenders to quickly build and update acquisition models and enhance target list selection.

Whether your firm has limited analytical resources or a full spectrum of data scientists and analysts, Equifax Ignite for Prospecting provides options to advance your team's analytics and speed model builds.

- **Point-and-click tools** to guide data upload and download
- **Dashboards** that show campaign results and performance benchmarking
- **Pre-built models** for standard use cases
- **Test scenarios** against virtually 100% of the U.S. credit population and 10 years of historical data
- **Enhance analysis** with "what-if", champion-challenger, reject inferencing, and machine-learning
- **Visual interface** to show impact of changing criteria
- **Do-it-yourself capabilities** for custom model builds
- **Support** from Equifax marketing and consulting services

Choose Equifax Ignite for Prospecting to:

- Build new models in weeks, not months
- Reduce time to offer delivery by up to 60%*
- Score up to 21% more previously unscorable consumers*
- Test model scenarios against 100% of the U.S. population
- Optimize target list selection

For a simplified, curated approach, use our turnkey solutions for Prescreen list.

Expand channel delivery

Consumers are always online. Your lending offers should be too.

With our digital solutions for Prescreen, it is easy to deliver your lending offers and messages via email and online channels. Digital delivery can help you more easily incorporate personalized, versioned messaging. And by working with us, you can leverage our extensive relationships with digital providers so you can get your offers and messages online quickly — and at a fraction of the cost of direct mail.

Our email deployment partner's full-service email campaign execution has delivered 2-3x higher open rates and 5-7x higher click-through rates than the industry average.

– Claritas analysis

Expand your lending communications so your target audiences can respond faster

Goal	Here's how
Deliver firm offers of credit via email	Append emails to your Prescreen lists with Digital Prescreen — Email
Convert your lists to a digital format	Onboard your Prescreen lists with Digital Onboarding
Deliver your lending messages via digital	Serve lending messages via display, mobile, and social with Digital Prescreen — Display

Target and reach new ITA audiences online

Explore our credit-specific Digital Targeting Segments to reach high potential audiences for your ITA lending offers. Reach audiences such as:

- 16.5% of households likely to respond to a credit card offer
- 26.8% of households likely interested in card balance transfer
- 17% of households likely in-market for a new auto loan

Use a feedback loop to fine-tune targeting criteria

Results of previous campaigns can be one of the best sources of data for future model enhancements.

That's why Equifax Ignite for Prospecting includes a unique results feedback loop. With this unique capability, lenders can analyze how their campaigns performed against competitive offers in the market and then integrate findings to continuously fine-tune models and campaign approach.

Use a feedback loop to:

- **View campaign results and analyze consumer activity** for both responders and non-responders
- **Understand attributes** of responders
- **Compare campaign results to peers and the market** to better understand where you are underperforming and where there is opportunity to grow share
- **Understand where you are winning and where you are losing** — which consumer segments, which products, which markets
- **Incorporate learnings** to fine-tune existing prospecting models or develop new ones

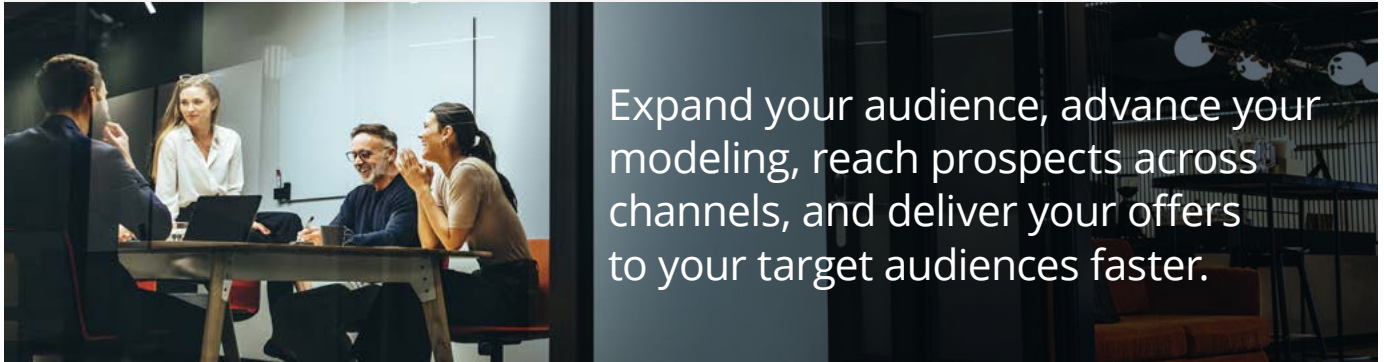**Lenders can analyze how their campaigns performed against competitive offers in the market.**

Easily integrate results of previous campaigns to continuously refine models.

Why lenders work with us to enhance Prescreen

- Specialty in data to expand your view of consumer finances: financial capacity measures, day-to-day bill pay behaviors, employment and income, specialty finance, consented data

- Secure cloud-native analytics platform to advance model builds and get offers to market faster

- Wide-ranging industry relationships to activate audiences across digital channels

- Comprehensive portfolio management, fraud, and commercial solutions to complement acquisition efforts

Expand your audience, advance your modeling, reach prospects across channels, and deliver your offers to your target audiences faster.

Contact us to discuss solutions to power your acquisition analytics and campaigns.

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