Financial Durability

Understand financial capacity beyond income or credit scores

Today, many consumers are challenged by inflation, job uncertainty, and housing changes; the combination of these impacts can mean financial stress and risk over-extending for consumers. For marketers and risk managers, this can mean increased difficulty in differentiating which consumers can keep spending and meet current or future financial commitments. What's more, credit scores don't tell the whole story. In this case, you may be missing out on other pieces of the consumer wallet — resources consumers have available for spending or paying bills.

Financial Durability Measures are derived from our anonymous financial assets database and provide a more complete indication of financial resilience in two formats.
Financial Durability Score™: A household-level scoring system using a 1-5 rating with a 5 represents the most financially resilient households.

Financial Durability Index™: Provides a 1-1000 index for more detailed use in models or file appends where a more granular approach is needed.

Developed for use in non-FCRA applications and without protected-class demographics.

The Financial Durability model provides an indicator of financial resilience by analyzing the intersection of multiple financial capacity measures:
• **Affluence:** based on analysis of household spending power and credit utilization

• **Estimated total household income:** based on income from wages, assets, business, and retirement funds

• **Spending power:** discretionary funds available to spend, save, or invest after accounting for fixed expenses of life

• **Aggregated credit:** such as credit utilization and delinquencies

Key benefits

Enhance marketers' ability to target quality consumers by rating households' likely financial resilience.

Gain insights with a complete view of affluence, estimated income, spending capacity, and aggregated credit.

Remove roadblocks in acquisition from credit scores and thin file limitations to better differentiate consumers by financial health.

Simplify workflow with easy application to any customer or prospect file with name and address.

Increase flexibility by using two format options - Index and Score.

Available on Amazon Marketplace and Snowflake.

Over 91.5 million consumers have thin or no credit files*, which can create a significant gap in reaching new audiences and segmenting existing customers for appropriate treatment.

Financial Durability measures can be used in banking, lending, automotive, telecom, retail, insurance, healthcare, and more by marketers or credit risk managers to provide:

Enhance acquisition targeting with an indicator of financial resilience

• Expand Prescreen and pay-over-time audiences by identifying consumers with modest, low, or no credit scores, but high durability

• Fuel digital acquisition efforts using Digital Targeting Segments to differentiate online households by likely financial resilience

Deepen customer relationships with high-durability households

• Identify high-durability accounts for offers such as credit line increases, balance transfers, and debt consolidation

Inform account/portfolio management and prioritize collections

• Use durability to better segment accounts by likelihood of delinquency and for pre-collection account treatment strategies

• Prioritize high-durability households for focused retention

• Rank order accounts in collections by durability to increase recovery

• Better understanding risk of credit and pay-over-time portfolios

Supplement existing in-house models

• Available as a 1-5 Score and a 1-1000 Index measure for increased customer flexibility in file appends or model use

Contact us to find out how we can help your company better assess the financial health of your prospective and current customers.

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