Maximize your customers’ gaming experience with data-driven insights from Equifax
Trust Equifax to continuously invest in our core capabilities, differentiated data and analytics-driven solutions to deliver ...

... Smarter revenue.

- Increase conversion
- Create higher margins
- Reduce fraud

Lower risk

Increase share of wallet

Generate more profitable growth

... Better player experiences.

- Limit friction
- Improve consistency
- Reduce churn

Right time offers

Engage more relevantly

Increase share of wallet

Improve consistency

Reduce churn
We help solve challenges across the player lifecycle

01. Acquire

Acquire new players

- Identify & target new players. Use financial characteristics to find and segment ideal prospects.
- Analyze players by financial capacity - estimated income, affluence, spending power, financial durability.

02. Retain

Expand relationships & optimize experiences

- Better determine the segments of players that offer the most opportunity.
- Understand which players to nurture and what (products/games/platforms) to promote.
- Determine the best performing offers, creative/messaging, and channels/media.
- Extend relevant, personalized offers and services to each player.
- Discover which current players have the greatest growth potential.

03. Protect

Ensure responsible gaming practices and activities

- Ensure safe and secure funding and withdrawals.
- Better understand your customer's financial capacity.
- Protect operating costs and revenue by mitigating unsafe gaming habits.
ACQUISITION

Find and reach the right new players

How we help you

Omni-channel/digital marketing & identification/targeting
Leverage unique financial insights to understand your best players, find more like them, and market across channels.

- Identify high-potential prospects using estimated financial ability, demographics and specific propensities
  - Income, Spending, Affluence, Ability to Pay, Financial Durability
  - Economics-based player segmentation

- Enhance target markets with financial insights

- Enable tailored messages, serve differentiated online ads and version creative based on likely buying ability, desired financial profile and propensities for promotions

- Boost conversion rates and streamline omni-channel marketing messages

- Understand new markets well ahead of launch to know when, where, and how to target the right players with the right message
RETAI N & GROW

Cross-sell, upsell and create loyalty

Optimize cross-sell
Use player financial capacity and specific insights to grow relationships by engaging your players with the right offers.

- **Identify and segment players with capacity for growth** and who are financially durable in changing economic times

- **Extend player profiles, enrich CRM databases, and enhance predictive models** with estimated household financial and behavioral insights to boost segmentation

- **Tailor messages to players** and version creative based on likely gaming ability and preferences
How we help you

Know your customers and protect your organization

- **Responsible gaming**
  - Enhance your KYC process
  - Understand your current customers’ financial capacity to spend

- **Reduce revenue loss**
  - Ensure your players’ are spending within their limits
  - Decrease manual efforts in collecting on losses

- **Prevent chargebacks**
  - Keep your chargeback counts low
  - Take quick action
  - Recover revenue
  - Uncover data

Protect
Better regulate safe gaming practices
Ready to get started?
Contact Danielle Brophy
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