



EQUIFAX®

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.

Right time offer

Engage more
relevantly



Limit **friction**

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

RETAIN & 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



Powering the World with Knowledge™

Ready to get started?

Contact Danielle Brophy

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