



EQUIFAX[®]

Enhance your view of credit card risks and opportunities

With Insight Score for Credit Cards

Today, credit card issuers face a variety of challenges: Rising acquisition and retention costs. Increased competition from alternative lenders. Uncertain economic and employment outlook. To compete in this environment, you need ways to grow credit card accounts with new and existing customers — all while helping minimize risk within your portfolios.

Insight Score for Credit Cards is an industry-specific credit risk score that combines proprietary credit data from Equifax with alternative NCTUE data (including utility, pay TV, Internet, and wireless payment history) not available through other third-party providers. The Insight Score employs NeuroDecision[®] Technology to apply models designed exclusively for the credit card industry and helps predict the likelihood of a consumer becoming 90 days past due (or worse) within 24 months of a credit card account being opened.

This unique, proprietary approach enables you to score more consumers, expand your prospect pool, and ultimately improve performance while mitigating risk — all within a framework that is customized specifically to credit card issuers.

Optimize performance. Minimize risk.

Insight Score for Credit Cards leverages a deeper, more diverse range of alternative data that many traditional scoring models overlook. In doing so, it enables you to:

- Evaluate new credit card applicants with greater confidence
- Uncover new prospects among no file, thin file, and unbanked consumers
- Adjust credit levels among current customers based on a more complete view of their payment histories and behavior

Key benefits

Make origination decisions more confidently, approving 5-7%* more card applicants.

Expand your credit card prospect pool by augmenting scores with utility, pay TV, wireless phone, and other payment data.

Improve marketing and portfolio management with improved predictiveness enabled by AI, trended data, and powerful analytics.

Improve the consumer experience through more competitive, personalized offers and improved decisioning and service.

Say “yes” with more confidence

By leveraging alternative data and our proprietary NeuroDecision Technology, the Insight Score performs better than the leading benchmark scores across targeted market segments. This gives you the insight needed to extend offers to more applicants while getting a deeper view of potential risk.

Alternative data + NeuroDecision Technology = superior performance

NeuroDecision® Technology from Equifax is the first regulatory-compliant machine learning system reviewed by regulators and credit scoring experts. Models developed through this patented technology yield results that are explainable and rooted in data — and it can improve score performance and uncover a clearer view of risks and opportunities among credit card prospects and customers.

Key differentiators

In addition to NeuroDecision Technology, the Insight Score offers unique features that represent a better way to score consumer risk and provide new opportunities for credit card issuers.



Multi-data score

The Insight Score combines core credit data, trended data, and NCTUE data for more complete consumer financial info, which helps drive higher scorable rates and deeper predictive insights.



Multiple uses

The Insight Score can be used as a standalone score, as a replacement for less accurate models, or as a supplement to traditional credit risk scores, as well as other Equifax products and offerings.



Targeted scores

Designed specifically for the credit card market, the Insight Score provides standardized scoring or can be customized to specific use cases.

For more information, or for an evaluation of how the Insight Score for Credit Cards compares to your current scoring model, contact us today.

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