$120+ Billion*
in Personal Loan Balances

The Unsecured Personal Loan Market Is HOT

$95 Billion in Originations
IN 2018 ALONE*

Why?

- Improving economy
- Debt consolidation
- Alternative to credit cards
- Rise of alternative lenders

*Equifax consumer credit database

Yet, most lenders still struggle
TO ATTRACT AND RETAIN CUSTOMERS BECAUSE:

- Cost of acquiring new customer is high due to competitive pressures

- Alternative data is required to score more applicants

- Even though financial organizations use new tech they are still bound by traditional credit scoring

- Cost to brand reputation and customer service due to low conversion rates

Seize the opportunity in personal loans market

Say YES to more applicants with confidence

EQUIFAX OFFERS:

Alternative data sources, like alternative data such as communications, pay TV and utility payment history to augment risk scores and widen pool of prospects

Patented NeuroDecision® Technology and explainable AI to improve predictive accuracy

Full spectrum score with configuration options so lenders may use their own data if desired

Insight Score™ for Personal Loans is optimized for unsecured personal loans.

It combines unique data assets, such as alternative data and the patented NeuroDecision Technology with core consumer credit to enable lenders to target a broad spectrum of consumers. This score is configurable, so lenders may make more competitive offers to the right consumer at the right time.