

Where consumers want financial institutions to engage

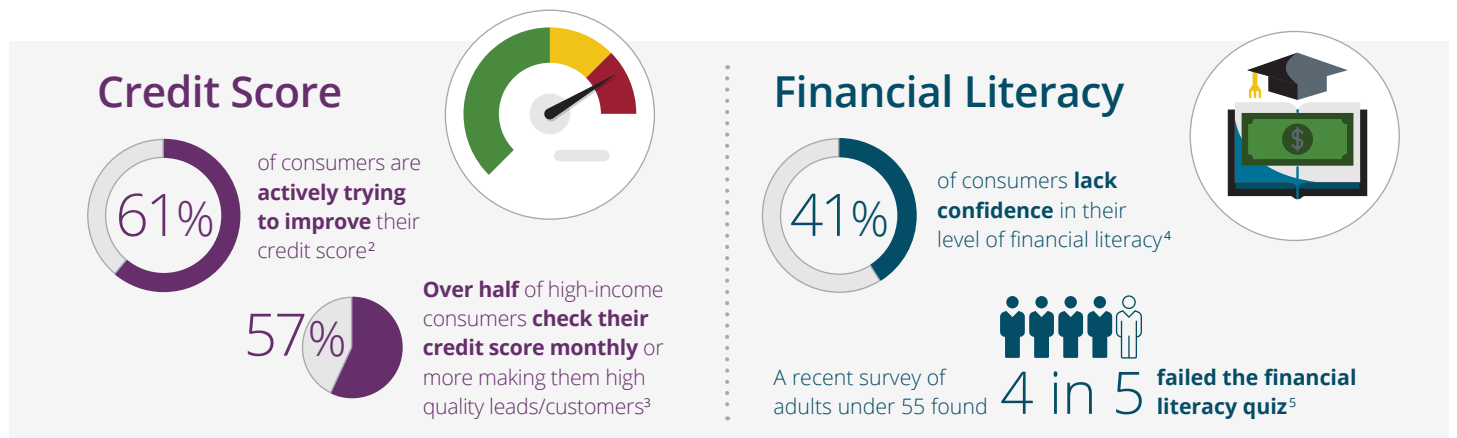


Discover what customers really want from banks and other financial services and how to select the right tools to deliver.

Consumers are focusing on their personal finances and making changes to **improve their financial wellness**.



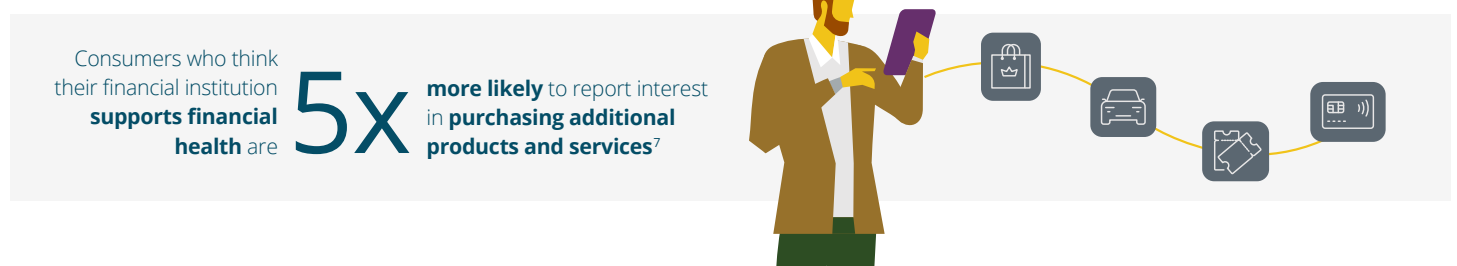
Consumers are **taking action** on their financial wellness **through two main paths...**



Consumers are **seeking a balance** between digital transformation and humanization.



For financial institutions to grow, they need **consumer engagement tools** to amplify digital offerings and connect with consumers to remain top of mind.



How Equifax can help

Our **Consumer Engagement Suite** is a comprehensive toolkit from credit score improvement to unlocking credit during an application. We are here to help you connect with consumers that are interested in understanding their credit profiles and playing an active role in their financial wellness.

Visit [equifax.com](https://www.equifax.com) or contact your representative for more information.

¹ American's Financial Wellness Survey, 2023 ASPPA

² Equifax Financial Inclusion Survey April 2022; N=1,014

³ Consumer Credit Monitoring site traffic analysis July-September 2021

⁴ Equifax Financial Inclusion Survey April 2021

⁵ <https://www.opploans.com/oppu/articles/statistics-financial-literacy/>

⁶ The stats of digital banking, 2022 Forrester

⁷ Array Consumer Survey 2022