



Marketing Identity Elements

Augment your customer data with identity data from Equifax to boost your marketing

In today's fast-moving society, marketers are continuously challenged by dynamic consumer contact information and interactions with their company. For example:

- Consumers may use nicknames or multiple last names
- Consumers move frequently
- Many consumers maintain multiple phone numbers and email addresses
- Consumers interact with companies across many channels such as brick and mortar purchases, online browsing and purchases, and customer service via phone, email, text, chat, and more

At the same time, most companies maintain multiple databases that include consumer data, such as marketing, sales, billing, customer service, loyalty, partner, retention, collections, and more.

With the vast amount of intricate consumer data that companies collect and maintain — often across multiple corporate databases — it is no surprise that customer contact data can be inaccurate, incomplete, or inconsistent across a single company.

Leverage identity data to better ensure you reach your audience

With Marketing Identity Elements from Equifax, companies can augment and verify their customer identity and contact data to better support successful management of, and communications to, each individual in their target audience.

Marketing Identity Elements offers the raw Personally Identifiable Information (PII) data needed to validate, enhance, verify, and link consumer records for effective CRM management and better ensure your messages reach your target audience. Data is sourced from trusted data partners and is available to clients via regular updates. Most importantly, it is approved for use as part of marketing campaigns.

Key benefits

Support identity graphs and CRM database maintenance

Link customer records across disparate databases

Enhance customer management to boost marketing efforts

Ensure customer and prospect contact information is complete and up-to date

Marketing Identity Elements

Consumer PII for marketing — bound together by a unique persistent key



Names

Current and former names and aliases



Addresses

Current and prior addresses, DPC codes, county, address type



Identity

Gender, date of birth, deceased flag



Phone and emails

Current and past phone numbers and up to 10 known emails



Financial capacity

Overlay with optional insights on income, affluence, spending, and financial durability

Key applications for Marketing Identity Elements

Marketing Identity Elements are best used by a company or marketing data provider to support identity graphs, CRM hygiene, and identity resolution efforts. Key applications include:

- **Validate and enhance customer contact information to strengthen identity graphs:** Update CRM contact information and improve hygiene
- **Link customer records:** Leverage a unique ID to link records across databases and create a single, actionable customer view
- **Connect names and aliases:** Connect legal names, nicknames, and maiden names
- **Confirm channel contact details:** Identify best known address and most recent phone number for acquisition or retention efforts (especially important with the looming elimination of cookies). Plus, confirm whether an address is associated with names outside the household
- **Confirm gender, age, and date of birth data:** Ensure records are up-to-date for gender/age-appropriate offers
- **Flag or remove deceased consumers:** Reduce marketing costs for direct mail

Enhance consumer records to identify segments that can most likely spend, save, or invest

As an optional add-on to core Marketing Identity Elements, records can also be appended with financial capacity insights to differentiate consumers that are most likely to be able to purchase or invest in your products and services.

These insights — including estimated income, affluence, spending power, and financial durability — can help marketers identify, segment, and reach attractive audiences for marketing campaigns.

For example, consumer records can be appended with any or all of the following criteria:

- Estimated total income greater than \$200,000 (*Income360*[®])
- Top indexed decile of consumers by likely spending capacity (*Affluence Index*[™])
- Estimated discretionary spending greater than \$50,000 (*Spending Power*[™])
- Top indexed decile of consumers that can likely continue to spend, even when under financial stress (*Financial Durability Index*[™])

Consumer records can be appended and segmented with unique consumer financial capacity data to identify high-potential consumers that are more likely to be able to afford your products and services.

Sample use cases



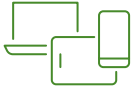
Banking

Link and enhance customer data from disparate platforms, such as credit card, auto loans, and deposits for more effective “best customer” and cross-sell analysis



Auto

Confirm identity data for potential buyers that interact across phone, chat, and email; enhance with Income360 to better match vehicles to buyers



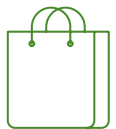
Telco

Update CRM data for customers at risk of attrition to prepare for win-back campaigns; enhance with Affluence Index to identify most valuable segments



Gaming

Verify age before sending marketing communications



Retail

Identify consumers who have made purchases from different addresses; enhance with Spending Power data to identify segments that can spend more



Marketing data aggregators, agencies, and systems providers

Ensure consumer contact data provided to clients is accurate and up-to-date

Integrate Marketing Identity Elements into your business

Marketing Identity Elements can be delivered by your choice of:

- Quarterly batch file
- Full file delivery or state-level records
- Financial capacity insights append
- Append to input file (*coming soon*)

Marketing Identity Elements are offered in a consistent format including address standardization. All data is CCPA-compliant.

As a global leader in managing consumer data and information solutions, companies rely on Equifax as a trusted data steward. Now, your company can work with Equifax to augment your customer data with Marketing Identity Elements to advance your customer management and marketing efforts.

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