



EQUIFAX[®]

Marketing list services

Prospect lists and data enhancement

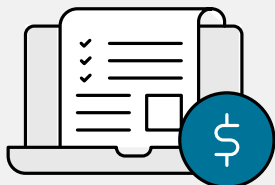
Your company likely already leverages financial and economic insights from Equifax to differentiate your customers and power your marketing efforts. Now you can also work with Equifax to more efficiently gain access to prospect lists and demographic data to enrich your customer databases and drive more effective marketing campaigns.

Equifax partners with leading providers of consumer marketing lists to help you better reach your optimal prospects as well as to augment your company's existing customer database. Our list services enable marketers to access key variables for their prospecting and customer marketing efforts:

- Contact information including name and address
- Who consumers are – demographics, lifestyle
- What consumers care about – preferences, attitudes and behaviors
- What consumers buy – purchases

By combining this consumer information with our household-level financial data, economic data and enhanced contact information, marketers can better target and reach their desired customers and prospects with relevant messages about their products and services.

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Execute faster with prospect lists and data enhancement that include financial criteria

Marketing list services can help with:

- **Targeting** – Improve ability to reach the right audience for offers
- **Expand your reach** – Reach many more prospects with fresh lists from Equifax
- **Supplement** – Append data to lists of thin / no-file / young lists
- **Segmentation** – Append new variables to a CRM or prospect database that allow for improved treatment groups for campaigns
- **Acquisition** – Make more relevant offers to new prospects with deeper insight about their financial capacity, demographics and lifestyle characteristics
- **Omni-channel** – Combine direct mail, call center, email and online targeting campaigns to hit the same consumer across multiple channels with the right message

Refine and optimize prospecting efforts

With our marketing prospect list capabilities, clients can work with Equifax to identify and refine prospect targeting strategies with financial insights.

First, clients can work with Equifax to profile their customer base and identify ideal targets for their marketing goals. Companies can analyze their existing customer base using our financial and economic filters (e.g., estimated income, spending, etc.), as well as their own criteria to identify their best targets.

Then, clients can coordinate with Equifax to obtain a prospect list of their desired audience specific for their marketing efforts. The filters may include some for the same financial attributes as held by their best customers, whereas other criteria may focus on expanding into a new market or target segment. For example, the target list might include the following criteria:

- **Financial characteristics:** Estimated total income (Income360®) greater than \$250,000 and estimated discretionary spending (Spending Power™) greater than \$100,000
- **Digital segments:** Likely to be in our upscale shopper digital targeting segment
- **Demographics:** Presence of children ages 11-15, married, college graduate

Once the targeting criteria has been set, Equifax then provides a prospect list including name, contact information, our proprietary financial and economic data used as part of the filters, plus other consumer list data.

Additional key features of working with Equifax for prospect lists:

- **Household-level:** Prospect lists are provided at the household level, thus minimizing the chance of contacting the same household twice and eliminating duplicate contacts
- **Choice of license terms:** Prospect lists can be licensed for single, double, or unlimited use during a one year term

Make it easy — Reach your best customers and prospects today

Your marketing group already relies on financial insights from Equifax to help you differentiate and segment your best customers. Now you can make your marketing efforts even easier by coordinating with us to find prospects with your desired targeting criteria and augment your existing customer database. Contact us today to learn more details about our prospect targeting and list enhancement variables.

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