



EQUIFAX[®]

Marketing Solutions for Communications and Digital Media

Create Optimal Experiences With the Right Customer

Given high saturation rates in many markets, most communications and digital media marketers are seeking new ways to acquire more customers, retain their best subscribers, and maximize lifetime value. Yet many marketers have disparate customer databases, lack insight on their customers' communications needs, or are unable to efficiently target and communicate with those consumers that might be able to expand their services.

Data-driven marketing starts with great data, your own and from third-party sources. But it is not just about acquiring data, analyzing it and testing promotions — it is about creating meaningful interactions across the customer lifecycle. It takes sophisticated technology and analytical expertise to make data usable to help drive marketing campaign strategies, identify top prospects, find the opportunity within your customer-base, and ultimately measure your results.

That's where marketing solutions from Equifax come in — to help your company optimize all available customer data, better promote its services, create stronger customer engagement, and maximize lifetime value.

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Key benefits

Enhance consumer targeting, segmentation efforts, CRM systems, and lifetime value (LTV) models with insight on consumer financial capacity, needs and behaviors

Deliver tailored product offers and bundles, based on estimated household financial attributes, to help improve acquisition, Average Revenue per User (ARPU), and retention




Deepen customer engagement with the right offer at the right time via the preferred channel

Help reduce churn with long-term value and predictive models

Measure campaign attribution and results to maximize ROI

Drive Customer Engagement With Actionable Marketing Solutions

Our solutions are designed to help communications and digital media marketers better understand their prospects and subscribers. We help our clients piece together disparate data, segment millions of consumers, develop the right offer, deploy omni-channel campaigns, and track results.

		
Acquire	Grow	Retain
<p>Leverage a complete view of consumers' likely financial ability to spend on communications services to identify and target high-potential new customers</p>	<p>Make the right offer, to the right customer, at the right time, via the preferred channel</p>	<p>Proactively manage your customer-base to help expand subscriptions, deepen engagement, manage churn, build loyalty, and increase lifetime value</p>

Achieve More Targeted, Meaningful Interactions Across the Customer Lifecycle

Understand customer needs and grow existing relationships — align acquisition, next-best product, retention programs and communications strategies to the likely financial profile and communications preferences of your prospects and customers.



LINK customer records to gain a single view

Consolidate disparate customer data via keying, cleansing, standardization, and aggregation



REVEAL best customers driven by superior measurement of likely household economics

- Gain enhanced insight into your customers' likely financial position and propensities for more informed decisioning and targeting
- Leverage measures of estimated financial capacity for nearly every U.S. household founded on directly-measured, anonymous consumer assets
- Inform acquisition strategies and focus invitation to apply (ITA) marketing efforts with insight on financial and credit characteristics
- Optimize segmentation with demographics, attitudes, behaviors, and telecom preferences



ENGAGE with customers via their preferred channel

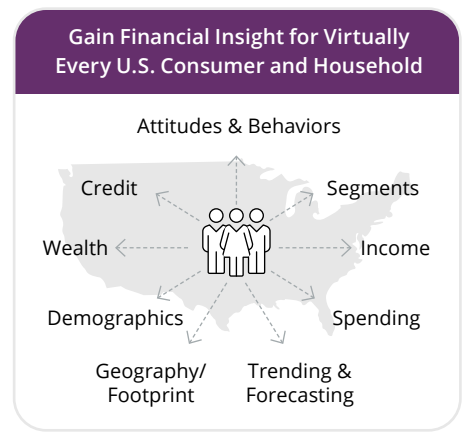
- Enable omni-channel execution through our extensive industry relationships to better connect with customers across channels: email, display, mobile, addressable TV, social, direct mail, point-of-sale, call center
- Utilize communications specific digital targeting segments to reach more consumers that are likely to have desired characteristics for your offers

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The Insights You Need to Find Opportunities and Grow Your Business

Our solutions help communications companies accelerate decision-making in order to achieve their business goals, such as identifying customers most likely to have the estimated spending capacity and propensity to purchase promoted content and services or to sign up for premium offers.

From traditional scoring tools, to online analytics platforms that offer real-time insights, to digital targeting options that enable omni-channel execution, we help our clients grow ARPU and better connect with their customers.



Company Challenge	Equifax Advantage	Equifax Solution
Acquire New Customers Cross-sell Services, Manage Churn, Retain Best Customers	<ul style="list-style-type: none"> Complete view of consumer economics: estimated household income, affluence, spending, credit Attitudes, behaviors, channel preferences, demographics, and lifestyle data for consumer segments Small business data 	<ul style="list-style-type: none"> Targeting and scoring tools to rank consumers by likely spending capacity for new subscriptions, bundles, and premium services, as well as for customer treatment/loyalty program plans Segmentation systems to develop the right offer and message for each audience Custom LTV/churn/predictive models
Enhance Prescreen Targeting and Find Opportunities Amongst Current Customers	<ul style="list-style-type: none"> Alternative data and measures of income and employment to assist with evaluation of creditworthiness and risk Financial insights to segment current customer portfolios and help identify cross-sell opportunities 	<ul style="list-style-type: none"> Segment and score consumers for offers Transform business strategies using consumer behavior patterns as key inputs Prescreen lists for direct mail and email Financial capacity insights to identify customers for expanded relationships
Analyze Markets and Assess Retail Outlet Performance	<ul style="list-style-type: none"> Market- and territory-level view of household economics and product preferences, within target markets 	<ul style="list-style-type: none"> Market analysis tools to measure share, grow penetration, optimize retail planning, and inform advertising spend
Link Customer Records	<ul style="list-style-type: none"> Integrate disparate customer data via keying, cleansing, standardization, and aggregation 	<ul style="list-style-type: none"> Single view of customer, ready for omni-channel marketing
Engage Customers Across Digital Channels and via Live Interactions	<ul style="list-style-type: none"> Relationships to enable omni-channel campaigns Onboard offline customer records for online marketing Communications-specific digital targeting segments 	<ul style="list-style-type: none"> Programs and partners to deliver the right offer via the preferred channel – email, display, mobile, addressable TV, social, point-of-sale, call center Serve differentiated online ads to desired audiences
Enhance Analytics	<ul style="list-style-type: none"> Out-of-the-box and customizable analytics and client decision platforms 	<ul style="list-style-type: none"> Client empowered tools to explore new datasets and improve models

Turn to Equifax to Help Create an Extraordinary Customer Experience

As a trusted information leader, Equifax has the experience to leverage complex data, analytics, markets and technology systems and channels. Each day, we manage hundreds of millions of data files on consumers, employees and worldwide businesses.

We will use our expertise to help you align your marketing strategies to your sales, service and customer lifecycles for improved campaign performance and marketing ROI. Ultimately, we'll help you more clearly visualize the immediate and future needs of your customers, so you can continually strengthen those relationships by matching them with the most timely and relevant offers, products and services over time.

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