

# Marketing Solutions for Travel, Leisure, Entertainment, and Hospitality

## KEY BENEFITS

**Optimize marketing budgets by pursuing consumers** that are more likely to have the financial capacity to travel and spend on leisure activities, plus have the propensity for your brand, products, and services

**Link customer records and deepen customer engagement** by transforming offline data for use in email, web, mobile, and other digital channels

**Improve marketing performance and enhance consumer profiles** by augmenting segmentation frameworks, CRM systems, and predictive models with estimated consumer financial attributes

**Enhance acquisition by executing omni-channel marketing efforts** to high-potential households

**Drive revenue by marketing premium offers**, loyalty programs, and new openings to those customers who are most likely to spend on travel and hospitality

## Advance Your Marketing and Communications To Drive Revenue

Whether you call them guests, passengers, players' club members, clients, or owners, attracting high-potential consumers, developing effective marketing programs that drive revenue and maintaining loyalty are most likely critical for your company. Travel and hospitality marketers need to be able find optimal customers and efficiently market to them across multiple channels.

However, marketers are often hindered by customer databases which contain little insight on consumers' estimated financial ability to spend and that can make it difficult to efficiently segment and communicate with various target groups.

## Attract More of Your Ideal Customers with Financial Insights

Integrated marketing solutions from Equifax help travel and hospitality companies link customer records, acquire new guests, improve campaign productivity, and create more tailored messages. Now marketers can better identify and communicate with valuable customers and prospects that are likely to have the financial and behavioral characteristics that complement your company's brands, products, and services. For example:

- Cruise marketers can help reduce marketing costs by enhancing their income/lifestage segmentation systems with estimated household spending measures to better identify and market to only those consumers that are more likely to have the discretionary funds to spend on a luxury cruise or afford a premium cabin.
- Travel marketers can maximize their omni-channel marketing budget by delivering tailored messages to only those households that are more likely to have the financial capacity and propensity for the promotion.

Find valuable consumers that are more likely to have the estimated financial ability and the propensity to purchase your offerings.



**EQUIFAX**®



Use financial insights to better identify and communicate with high-potential households through multiple marketing channels.

### The Foundation of Our Marketing Solutions

Through our Data-driven Marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI. For marketers, we bring confidence and empowerment to help add value to the business. For consumers, our goal is to support deeper more fulfilling relationships with brands, through more personalized and relevant experiences.

We help clients enhance, synthesize and activate customer data, turn complex insights into an understanding of customer needs, customize the customer experience with the right messages in the right channels, and meaningfully measure performance to optimize marketing spend and customer value.

### Applications for Travel and Hospitality Marketers and Digital Teams

Application	Implementation
<b>Acquisition and Targeting</b>	<ul style="list-style-type: none"> <li>■ <b>Better identify high-potential prospects</b> that are more likely to have the estimated financial ability (total income, spending capacity, likely use of credit) and propensity (travel preferences, demographics, attitudes, behaviors) to purchase your offerings</li> <li>■ <b>Enhance prospect lists</b> with estimated household ability to spend</li> <li>■ <b>Send tailored messages to households and version creative</b> based on likely buying ability and preferences</li> </ul>
<b>Cross-Sell/Upsell, CRM, and Segmentation</b>	<ul style="list-style-type: none"> <li>■ <b>Aggregate and link</b> internal and third-party data to create a unified view of customers</li> <li>■ <b>Extend customer profiles, enrich CRM databases, and enhance predictive models</b> with estimated household financial and behavioral insights to boost segmentation</li> </ul>
<b>Omni-Channel/Digital Marketing and Website Optimization</b>	<ul style="list-style-type: none"> <li>■ <b>Serve differentiated online ads</b> and reach more web visitors likely to have the desired financial profile and propensities for promotions</li> <li>■ <b>Better leverage your offline direct mail list online</b> to boost conversion rates and send a more consistent message via direct mail, email, online ads, mobile, and addressable TV</li> <li>■ <b>Enhance analysis of website visitors</b> based on estimated financial capacity and other characteristics</li> <li>■ <b>Help tailor the path consumers follow on your website</b> based on estimated financial capacity and propensity for your products and services</li> <li>■ Better identify brands/promotions that are <b>attracting the most attention</b> on your site</li> <li>■ <b>Enable more effective A/B testing</b> to help enhance website flow and design</li> </ul>



Find more potential high-value, loyal customers, and reach them with the right message for your brand and promotions.

## Marketing Product Suite for Travel and Hospitality

Our products enable marketers to enrich targeting and messaging through insight into households' estimated financial capacity, travel and leisure preferences, demographics and behaviors. Our digital services help marketers better understand website traffic, empower ad campaigns, and augment omni-channel marketing efforts.

### Economic Cohorts®

Household-level segmentation product

### Income360®

Continuous household-based dollar estimate of income uncapped up to \$2.0M

### Discretionary Spending Dollars™ (DS\$™)

Continuous household-based dollar value estimate of discretionary spending uncapped up to \$1.2M

### Discretionary Spending Index™ (DSI®)

Continuous household-based estimated spending capacity score from 1 to 1000

### Ability to Pay Index™ (ATP Index™)

Insights on households' estimated financial position by ranking households by likely economic capacity

### CreditStyles® Pro

Aggregated credit measures segmenting households and neighborhoods based on likely credit availability, needs, and usage

### Digital Solutions

Enhance integrated, cross-channel marketing and reach more consumers that are likely to have desired financial characteristics

## Help Empower Your Marketing and Digital Teams with Advanced Insights About Today's Travel and Hospitality Consumer

Our insights and solutions can help travel and hospitality companies optimize their marketing budgets and better target, acquire, manage and retain their most valuable and loyal customers and prospects. Contact us now to find out how our solutions can help provide your organization with powerful new insights into your customers, inform your online strategy, and enhance your communications.

## CONTACT US

info.ddm@equifax.com  
800.210.4323  
equifax.com/DDM



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