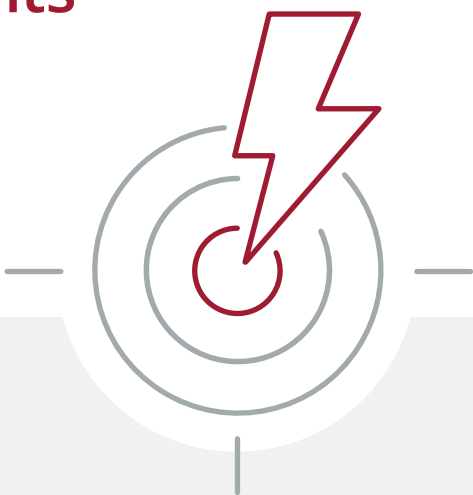










Power your digital marketing with financial insights

Are you using **financial, economic, and credit insights** from Equifax to find your desired audiences for your marketing and acquisition campaigns?



Go digital to reach your target audiences through more channels. And use our insights to reach the right audiences for your promotions.

- 
Online display ads
- 
Addressable TV and internet radio
- 
Mobile ads and apps
- 
Customized website content
- 
Email
- 
Social media platforms

1 Use our Digital Targeting Segments to reach new online audiences

Reach consumers likely to have the financial ability **AND** the propensity to:

- Buy your products
- Invest or save for the future
- Be an attractive target for new credit accounts

Fuel your digital targeting with our foundation of anonymous measured assets, plus our estimated income, spending, credit, and behavioral insights.



Case study: Optimize digital ad buys



Challenge:
Firm discovered 78% of its ad impressions were served to visitors unlikely to meet campaign criteria.

Solution:
Use **Digital Targeting Segments** to reallocate ad buys toward visitors likely to have over \$100,000 in invested assets — resulting in an **88% increase** in opening balance of new accounts.*

2 Onboard your offline audiences for digital marketing

Deliver the same messages to your offline marketing and Prescreen audiences via digital channels:

- Transform lists to digital format
- Save marketing funds
- Extend your campaigns
- Deliver Prescreen messages across channels



Fine-tune your marketing and Invitation to Apply (ITA) lists with our financial insights to create Custom Audiences — and then onboard these audiences for digital marketing.



Case study: Onboard custom audiences to drive acquisition



Challenge:
Drive new business with updated communications strategy.

Solution:
Onboard offline custom segments fueled by financial capacity, income, and aggregated credit data for use in an addressable TV campaign resulting in **30% lift** in new accounts opened and **over 500% lift** in new account assets.*



Get started
Our specialization in the consumer wallet, combined with our extensive scale and industry relationships can help you **better extend your campaigns online**. For the next step in powering your digital marketing efforts, rely on Equifax.

USISmarketing@equifax.com • equifax.com/DDM

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