



**EQUIFAX®**

## ProspectID

### **Experience the power of credit prescreen marketing campaigns**

ProspectID™ — an acquisition marketing solution for FCRA-compliant marketing campaigns — delivers a list of pre-approved, valuable consumer prospects, tailored to your credit profile criteria, and quality assured by the proven Equifax prescreen process. This extremely robust solution combines the power and flexibility of a large-scale implementation, with the speed and targeted nature of a packaged offering, at a price point that will fit almost any marketing budget.

### **Utilize the best data source to target the right prospects**

Our vast national database includes some of the freshest, cleanest and most reliable data on a large majority of the US credit-active consumer population. ProspectID efficiently mines and leverages this virtually unparalleled resource to help ensure your prospect universe is maximized.

To support precision targeting, ProspectID allows selection from more than 2,500 plus attributes related to credit, including event based and behavior triggers, as well as True In-Market Propensity Scores™, all dynamically linked for immediate access.

The ability to select from this extensive menu of industry-specific credit risk attributes, and extract segmented list results in accordance with your desired consumer credit profile, empowers you to effectively tailor marketing messages and promote suitable products and services, while extending pre-approved offers of credit to the right prospects.

### **Key benefits**

Attract new prospects

Cross-sell your services  
to existing customers

Retain your best customers

ProspectID delivers a list of pre-approved, valuable consumer prospects, tailored to your credit profile criteria, and quality assured by the proven Equifax prescreen process.

## Focus on results with ProspectID

Market need	ProspectID delivers	Key benefit
Qualified customers that yield higher open rates	Target the maximum number of high quality prospects with dynamic list segmentation	Reach higher-quality prospects with increased likelihood of activation
FCRA-compliant programs that deliver faster returns	Build on-demand lists segmented by specific credit profile criteria	Increase the speed of acquisition programs and strengthen results

With rapid delivery results, you can develop stronger prospect lists, focus marketing resources on the right prospects and help maximize return on investment.

## Quality prospects to fit your strategy and budget

ProspectID includes count generation capabilities to ensure you have complete control over list size and acquisition costs. Attribute-based Nth'ing tools enable complete budget compatibility as prospect lists can be sized to your requirements. To eliminate wasted mailings, existing customers and prospects who have been marketed to previously can be suppressed. All consumer records are put through address standardization procedures to verify deliverability.

## Target success with tailored marketing

ProspectID is powered by a processing engine that helps you effectively mine the Equifax credit-active consumer database to identify robust prospect lists that fit your market objectives. With rapid delivery results, you can develop stronger prospect lists, focus marketing resources on the right prospects and help maximize return on investment. Gain the competitive edge of more targeted marketing campaigns with ProspectID.

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