

Only Equifax

... helped a regional bank better develop relationships with new customers.

Better Customer Experience

Cultivated relationships with a new, younger, mass affluent audience and messaged appropriately

Smarter Revenue

Optimized prospecting campaign by reducing the target audience by 90%

Identified an audience of high-asset consumers with 500% more deposit opportunity

Equifax

Segmentation helped identify younger, mass affluent audiences likely to develop into profitable long-term customers as well as determined attractive offers and messaging