EQUIFAX®

6 tips to modernize your prospecting

Fuel your lending acquisition campaigns
with the right data, analytics, and platforms

As pressure to improve acquisition efficiencies and optimize ROI increases, lenders need to modernize their strategies to reach the best audiences for their offers.

But that goes beyond just fine-tuning existing credit-based prospecting models. Even with tight acquisition budgets, lenders need to take actionable steps to advance their Prescreen and invitation to apply (ITA) efforts.

Work with Equifax to evolve your prospecting and meet your acquisition goals:

• Access, analyze, and test more data for your models

• Expand your marketable audience

• Deliver your offers faster and better connect with targeted audiences

• Bring in more new customers, while controlling risk

• Understand how you're performing against competitors

Here are 6 capabilities that can help you **advance your Prescreen and ITA campaigns and convert more new customers.**

1

Ease and simplify data management

Does your acquisition team struggle with disjointed datasets? How about multiple platforms that require extensive time and coding effort to manage?

Instead, use Equifax Ignite® for Prospecting — a single, cloud-based analytical platform to move seamlessly from data compilation, to analytics and testing, to model production and deployment.

- Quickly, and easily **upload and download** all data

- **Compile all data in one place** — your data, Equifax data, and third-party data

- **Connect and match** disparate datasets

- Access the **freshest data** and easily incorporate **new data**

- Use the **same platform** to move from testing, to model builds, to third party delivery platforms

- **Minimize IT** needs

Choose Equifax Ignite for Prospecting to achieve 5x processing power* and reduce time to offer delivery by up to 60%**

(*As reported by leading credit union; **Equifax analysis)

2 Find new pockets of opportunity with consumer financial insights and alternative credit data

Relying solely on credit-based acquisition models could be limiting your Prescreen and ITA audience selection. In order to reach new audiences and discover untapped opportunities, more consumer data is needed.

In fact, lenders can leverage a variety of consumer financial insights and alternative credit data to expand audiences — and better serve the over 77 million consumers that have thin files or are credit invisibles.

- Non-FCRA financial capacity measures such as estimated income, spending, and financial durability can be used before Prescreen — **can help identify audiences that have financial resources that boost their eligibility for offers**

- Payment data for telecom, Pay TV, and utilities accounts — **can show bill pay behaviors**

- Employment and income data — **can be easily verified**

- Payment history for borrowers that use specialty finance services — **can reveal creditworthy non-prime prospects**

Did you know?

Among consumers with a 580 credit score, **10%** have estimated household **assets over $400,000** or estimated total **income over $178,000**

18% of thin/invisible consumers **could qualify for prime/near prime** offers by using alternative data

(Equifax analysis)

Boost your prospecting segmentation with OneScore. Integrate multiple alternative credit datasets into your models with just a single score.

3

Boost analytics and test more scenarios

How easily can you explore the hundreds (or thousands!) of criteria that fuel your models and campaigns?

Use our cloud-based analytics platform to access, analyze, and test multiple datasets and explore campaign scenarios.

- **Design custom models** or use pre-built models and dashboards

- **Conduct "what-if"**, champion-challenger, reject inferencing, and more

- Explore how non-FCRA financial and alternative credit data could **enhance model performance**

- **Test scenarios** against virtually 100% of the U.S. credit population

- Leverage machine learning, campaign results, and a feedback loop to **fine-tune models over time**

- **Build new models in weeks**, not months

Quickly answer tough questions:

How will changing my criteria likely impact conversion rates and possible future delinquencies?

Which scenario will yield better results?

Will additional datasets enhance model performance?

4 Beat the competition and reach consumers that are in-market for credit

Let's say a consumer is browsing the market for a new bank card or auto loan. How quickly would you know?

Don't miss out on identifying in-market consumers!

- Receive daily alerts of consumers that have prequalified or applied for new credit

- Segment Prescreen audiences to identify consumers with a high propensity to open new or additional credit

Then, you can respond fast with acquisition or cross-sell offers.

Pro Tip: Fuel your point-of-sale and call center representatives with insights to promote lending cross-sell to customers. Enable access to real-time Prescreen that delivers pre-approved credit offers.

Identify 30% more in-market consumers with the inclusion of prequalification as part of daily trigger alerts

(Equifax preliminary analysis)

5 Prospect for new credit audiences via digital channels

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Today's consumers are all about digital — which means that your ITA and Prescreen offers also need to include digital delivery.

Work with us to:

✓ Deliver your ITA and Prescreen offers via [email](#)

✓ Convert your lists to a [digital format](#)

✓ Serve your Prescreen messages via [display, mobile ads, and social](#) platforms

Reach new online audiences for your ITA campaigns with our [Digital Targeting Segments](#) that focus on consumers' likely financial profiles and behaviors. Target audiences such as:

25.1% of households are likely to respond to a credit card offer

9.5% of households are Millennial households likely to respond to a credit card offer

13.5% of households are very likely in market for an auto loan with good credit

14.7% of households are likely to respond to a home insurance offer

15.3% of households are highly likely new mortgage customers

6

Gain insights to optimize future campaign performance

The lending landscape is constantly changing. In order to stay competitive, you need to understand the results of previous campaigns and keep track of the competition. Use these insights to refine your campaigns for better performance.

Use a campaign results feedback loop and our Campaign Insights Dashboard to:

- **View response** of both converters and non-converters

- **Understand the profile of converters** — credit, economic, and generation

- **Understand where you are winning and losing** — which consumer segments, which products, which offers, which markets

- **Easily integrate learnings** to refine existing prospecting models, develop new models, and enhance acquisition strategies

Access campaign results and keep track of the competition so you can refine models and fine-tune future acquisition efforts.

Work with Equifax to advance your Prescreen

✓ Expand your view of consumer finances and creditworthiness with differentiated economic and credit data

✓ Access and analyze data through your choice of platforms:

- Direct from Equifax (Custom, Equifax Ignite for Prospecting, Campaign Insights Dashboard)

- Via your existing platforms: Snowflake, Amazon Web Services, and more

✓ Wide-ranging industry relationships to activate audiences across digital channels

✓ Team of experts to help you evaluate data, advance analytics, and explore new approaches to fuel your prospecting

Advance your acquisition campaigns to better reach today's credit-seekers.

[Contact us](#) to discuss taking your prospecting to new heights.

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