



EQUIFAX[®]

Smart Alerts

Get notifications on risk and opportunity — at just the right time

The world is changing faster than ever as life altering events can happen in an instant. Consumers expect you to meet them at their moment of need. To succeed in this environment, you need timely, relevant information that helps you assess risk and opportunities and act with confidence.

Smart Alerts from Equifax meets this challenge head-on by delivering immediate notification of events that matter the most. The cloud-native solution is easy to set up, and the alerts are bundled to address important stages of the customer lifecycle.

Smart Screen

The Smart Alerts solution for account acquisition/upsell

A consumer searches for rates online indicating they have interest in certain credit products. With Smart Screen, you can immediately respond with an offer to qualified prospects who are early in their decision making.

Smart Portfolio

The Smart Alerts solution for customer retention and risk management

Has your customer applied for a competing offer? Have they entered a derogatory status? Not only can Smart Portfolio allow you to increase retention of high value customers, it can also help you understand how a customer's risk is changing and take action.

Smart Recovery

The Smart Alerts solution for debt management

Debt recovery teams understand the importance of accurate and up-to-date consumer insight. Smart Recovery gives you actionable FCRA-compliant alerts to minimize the cost of accounts in collection.

Key benefits

Grow and optimize your customer base

Segment and target customers based on the most impactful economic and behavioral attributes. Drive customer engagement through personalized communication and offers.

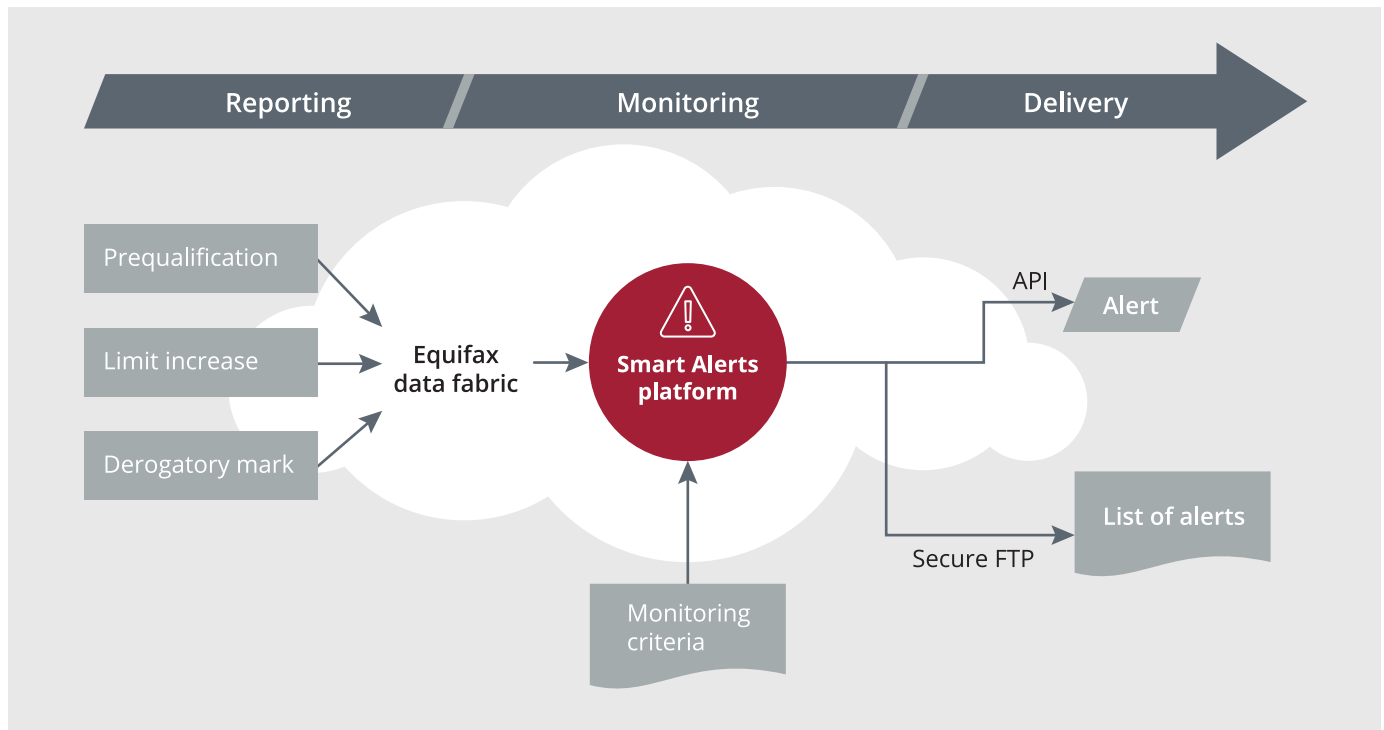
Leverage our expanding and differentiated data

Keep up with changing industry needs and trends by tapping into the cloud-native ecosystem at Equifax. Reach previously inaccessible populations as alternative data sources come online.

Choose your Smart Alerts solution, today

We've done all the hard work so that you simply specify your business model and delivery method. With easier access to data, you improve your decision intelligence and speed time to revenue.

How does it work?



The Smart Alerts platform offers the most significant indicators from our ever expanding collection of data assets (our data fabric). Today we include auto loans, student loans, bank cards, first and second mortgages, and lines of credit. Soon, we will also address alternative lending, utilities, telecom, and buy now, pay later. With Smart Alerts, you are leveraging the full range of differentiated data at Equifax.

equifax.com/business/product/smart-alerts/