Smart Alerts

Improve your customer lifecycle with alerts on opportunity and risk

The world is changing faster than ever and life-altering events can happen in an instant. To succeed in this environment, you need timely, relevant information that helps you assess opportunity and risk and act with confidence.

Smart Alerts™ from Equifax meets this challenge head-on by delivering continuous notifications of profile activity important to your business. The platform solution is easy to set up, and addresses principal stages of the customer lifecycle.

**Smart Screen**

*The Smart Alerts daily solution for account acquisition and marketing*

A consumer applies for a loan, indicating that they are “in-market” and may be receptive to associated products. With Smart Screen™ you can immediately qualify them as a prospect and respond with a firm offer of credit.

**Smart Portfolio**

*The Smart Alerts daily solution for customer retention and risk management*

Has your customer shown interest in a competing product? Have they entered a derogatory status? Not only can Smart Portfolio™ help you increase retention of high-value customers, it can also help you understand how a customer’s risk is changing and take action.

**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 rapid industry changes by tapping into our cloud-native ecosystem.

Reach previously inaccessible populations as new data sources are integrated.

To succeed in volatile markets, awareness is key
Whether your use case is customer acquisition or retention and risk, Smart Alerts delivers daily notifications for the following types of credit applications (inquiries): Mortgage, Home Equity, Automotive, Retail, and Credit Cards.

Alerts that are specific to customer retention and risk extend the coverage to include: New Accounts, Account Closures, Limit Increases/Decreases, High Utilization, Delinquencies, and Derogatories.

Which alert types are available?

The Smart Alerts platform detects and sends profile activity important to your business.

The Smart Alerts platform detects relevant event data and sends it to clients.

What alert features are planned?

With Smart Alerts, you are always leveraging the full range of differentiated data at Equifax. Advancements to the platform ensure you have the right data, at the right time, to move with the markets.

- Equifax clients benefit from reaching consumers while they are early in their decision stage. To increase the value of our inquiry alerts, we will start including prequalifications (consumer-initiated soft inquiries). Restrictions apply.
- Many of our clients are interested in routing alert data to their downstream systems in real time. We will address this requirement with a new streaming solution.
- The Smart Alerts platform is tightly coupled with our ever-expanding Data Fabric. This allows us to offer alerts from newly-integrated assets such as utilities and telecommunications, and alternative lending.

Getting started is easy!

Simply specify your business case and target demographic or known population and we'll do the rest. Reach out to your account representative today.

USISmarketing@equifax.com • equifax.com/business