

A woman with dark hair, wearing a white blouse and a gold necklace, is leaning over a desk and looking at a laptop. The background is a blurred office environment with plants and shelves. The overall tone is professional and focused.

EQUIFAX[®]

Smarter prospecting for lenders

Solutions to enhance
your ITA and Prescreen

Advance your lending acquisition model builds, expand your marketable audience, and deliver your offers faster

Credit prospecting teams are under pressure. They need to determine the right criteria to define their target audience, find new consumers for their offers, continuously update their models, and get their promotions in-market fast.

However, many prospecting teams are not set up to access, analyze, and test all of the data they need to efficiently build and update their acquisition models. Plus, acquisition budgets are tight and the cost of direct mail continues to rise.

As such, it is not surprising that many lenders are looking beyond their traditional credit-based acquisition models to drive better **response rates and bring in more new customers**. Lenders are also striving for faster **model builds and deployments** and are challenged to understand **how their promotions are performing** against the competition.

In the face of these challenges, it is time for lenders to evolve their acquisition strategies.

The Equifax solution

Lenders can work with us to explore data that offers an expanded view of consumer finances and find attractive new consumers for offers. Plus, we can help ease and speed the acquisition model build process so you can get your offers in front of your target audiences more quickly.

In addition, we can enable you to leverage valuable insights from your previous campaigns so you can quickly pivot your strategies and fine-tune your models. And we can save you money by offering solutions to deliver your offers via more cost-effective digital channels.

Find new consumers for your offers and better connect with target audiences.



Enhance your Prospecting

- Test new data, explore campaign scenarios, speed model builds, and ease data management
- Integrate more data to enhance prospect targeting and reach new audiences
 - Find new pockets of opportunity with financial capacity insights
 - Refine audiences using the right credit scores and attributes
 - Reach in-market consumers
 - Expand audiences with alternative data
- Resolve identities and tailor the customer experience to drive response
- Expand channel delivery
- Analyze and integrate campaign results to continually optimize performance



Test new data, explore campaign scenarios, and speed model builds

Can your acquisition team easily answer questions such as:

- Should we broaden the credit score band for our next campaign?
- How will changing criteria impact risk?
- How many more applications can we expect if we include alternative data?
- How can we combine disjointed datasets and platforms?

The solution to these challenging questions is **Equifax Ignite® for Prospecting**. As a unified analytics platform, analysts can access, analyze, and test all of the data they need to explore alternative campaign scenarios and **how changing criteria may impact response rates, open rates, and possible future delinquencies**. The platform excels in enabling lenders to quickly build and update acquisition models and enhance target list selection.

Whether your firm has limited analytical resources or a full spectrum of data scientists and analysts, Equifax Ignite for Prospecting provides options to advance your team's analytics and speed model builds.

- **Access all data** in one place — your firm's data, credit and alternative data from Equifax, and third-party data — with virtually unlimited data storage capacity
- **Test scenarios** against virtually 100% of the U.S. credit population and 10 years of historical data
- **Enhance analysis** with "what-if", champion-challenger, reject inferencing, and machine-learning
- **Dashboards** that show campaign results and performance benchmarking
- **Pre-built** models or do-it-yourself capabilities for custom model builds



Choose Equifax Ignite for Prospecting to:

- Reduce time to offer delivery by up to 60%*
- Achieve 5x faster processing power*
- Score up to 21% more previously unscorable consumers*
- Optimize target list selection
- Quickly move from data compilation, to analytics and model build, to production



Equifax datasets can also be accessed via the data platform you use today — Snowflake, Google Cloud, AWS.

Integrate more data to enhance prospect targeting and reach new audiences

In today's competitive lending environment, lenders need the most up-to-date credit scores and attributes. But they also need additional data to find new audiences, optimize acquisition budgets, and better manage risk. We offer the right data to help you:

- Find new pockets of opportunity with financial capacity insights
- Analyze the right credit scores and attributes
- Expand audiences with alternative data
- Reach in-market consumers



Use consumer financial capacity insights to enhance ITA segmentation and modify audiences for lending offers before Prescreen:

- **Find new pockets of opportunity:**
Among consumers with a modest 580 credit score, 10% have estimated total household income over \$178,000*
- **Filter out consumers with lower resources:**
1 in 5 consumers with a healthy credit score of 700+ have low financial durability*
- **Proactively reduce risk:**
Low durability households have delinquency rates up to 10 times higher than those with the highest durability*

Find new pockets of opportunity with consumer financial capacity measures

Before you dive into analyzing which are the right credit scores and attributes to incorporate into your acquisition models, you can find new pockets of opportunity by segmenting consumers with a broader view of consumer finances.

How? With non-FCRA consumer financial capacity measures.

These measures shed insight on other pieces of the consumer wallet beyond credit, such as wealth, spending power, financial durability, and more. They provide lenders with an expanded view of consumers' financial health and their ability to successfully manage their finances, especially during times of financial stress.

Use consumer financial measures to segment audiences:

- **Optimize ITA list selection:** Combine modeled credit and consumer financial insights to improve ITA segmentation
- **Drive ITA response:** Target ITA prospects who look like successful prescreen audiences
- **Segment before Prescreen:** Differentiate consumers that have the same credit score, but likely have significant financial resources that could boost their eligibility for Prescreen offers. Or trim segments that are likely to have lower ability to meet financial commitments.



Segment audiences with non-FCRA financial capacity measures

By assets, deposits, and affluence

- [WealthComplete® Premier*](#)
- [Affluence Index™](#)

By ability to keep spending and meet financial commitments

- [Financial Durability Index™](#)
- [Financial Durability Score™](#)

By estimated total household income

- [Income360® Complete](#)

By likely credit needs and usage

- [CreditStyles® Pro](#)

By ability to spend, save, or invest and spending behavior

- [Spending Power™](#)
- [Spending Insights](#)

Advanced segmentation to tailor messaging and creative for ITA and before and after Prescreen

- [Financial Cohorts®*](#)
- [Economic Cohorts®](#)



Reach optimal audiences for your ITA offers. Use [Credit Modeling for ITA](#) to target consumers that have similar characteristics as those of successful Prescreen audiences.

Analyze the right credit scores and attributes for your campaigns

There are thousands of credit scores and [attributes](#) that lenders can use to define their [Prescreen](#) target audiences. But that is just the challenge — with thousands of data points, where should lenders start?

To narrow the scope, lenders can leverage a variety of attributes packages and trended credit attributes. Lenders can also use indicators to spot consumers likely to open new tradelines.



Attributes packages to address defined needs

Use [attributes packages](#) to access a curated collection of attributes that are precisely designed to meet a specific lending need. The included attributes offer the most predictive ability to spot delinquency risk for that need.

| All use cases | Market-driven need | Loan type | Trended |
|---|---|--|--|
| <ul style="list-style-type: none"> Essentials Attribute library | <ul style="list-style-type: none"> Inflation and rising interest rates Student loan deferment Early payment default Ability-to-pay Accommodation | <ul style="list-style-type: none"> Unsecured lending Credit card | <ul style="list-style-type: none"> Activation and periodic spending Payment behavior and debt reduction Transactor-revolver Consumer behavior trends |



Measures to better predict risk

| | | |
|---|---|---|
| Modeled full-time employment income estimates (Consumer IncomeView+™) | Predict delinquency (Bankruptcy Navigator Index®) | Understand additional debt repayment capacity (Consumer Affordability View) |
|---|---|---|



In-market indicators to find active credit-seekers

Capture opportunities by identifying consumers that are more likely to actively be seeking new credit

| | |
|--|------------------------------------|
| TargetPoint Intent Scores™ | TargetPoint Alerts |
|--|------------------------------------|

Expand audiences with alternative data

Over 76 million consumers have thin files or are credit invisibles. Plus, there are millions of credit-rebuilding consumers that may not qualify for traditional lending product offers according to traditional credit-based acquisition models.

That's a huge segment of consumers that lenders could be missing out on.

Instead, lenders can uncover additional qualified applicants for their offers by analyzing **alternative data** that shed light on consumers' financial characteristics and behaviors. For example:

- **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 alternative finance services** — can reveal creditworthy non-prime prospects that responsibly use payday or installment loans, lease-to-own, cash advances, or other services

Alternative data from Equifax can help score up to

32%

of previously unscorable consumers.

— Equifax data and analytics



Use alternative data to find new audiences for Prescreen

Scores that combine traditional credit scores and alternative data

- **OneScore**
- Optimized scores for **personal loan** and **insurance**

Bill pay behaviors

- **Telecom, Pay TV and utility data**

Income and employment




- **Income and employment data**

Alternative finance

- Data from **DataX**

Meet consumer expectations for personalized marketing and fast access to credit

In order to meet consumer demands and boost response, you need to make sure that your offers reach your intended audience. Plus provide ways that encourage prospects to engage with you and easily respond to your offers.

|  Solutions to resolve identities and boost response |  What you can do |  The value |
|---|---|---|
| Leverage identity data to better reach your audience | Rely on Marketing Identity Elements to validate, enhance, verify, and link consumer records | ✓ Ensure your contact information is up to date and your messages reach your target audience |
| Ease the credit application process | Use Prequalification of One™ to empower consumers to determine their credit eligibility for offers, before applying for credit | ✓ Minimize cart abandonment and increase approval rates |
| Deliver pre-approved credit offers at the point of sale | Integrate Prescreen of One to deliver pre-approved credit offers at the optimal time — in-person, via call centers, or online | ✓ Take advantage of the short window to expand relationships amongst deposit customers |
| Optimize creative and messages to engage prospects | Explore Economic Cohorts® to personalize your ITA and prescreen offers | ✓ Understand prospects' lifestage, economics, interests, and preferred channels so you can better capture their attention |




Expand channel delivery

Consumers are always online. Your lending offers should be too.

With our digital solutions for ITA and Prescreen, it is easy to deliver your lending offers and messages via email and online channels. Digital delivery can help you more easily incorporate personalized, versioned messaging. And by working with us, you can leverage our extensive relationships with digital providers so you can get your offers and messages online quickly — and at a fraction of the cost of direct mail.


Our email deployment partner's full-service email campaign execution has delivered 2-3x higher open rates and 5-7x higher click-through rates than the industry average.

– Claritas analysis






Expand your lending communications so your target audiences can respond faster

| Goal | Here's how |
|---|---|
| Create email lists for ITA | Access email prospect lists for ITA or append emails to existing ITA lists with Consumer Email Services |
| Deliver firm offers of credit via email | Append emails to your Prescreen lists with our Digital Email Services |
| Convert your lists to a digital format | Onboard your ITA or Prescreen lists with Digital Onboarding |
| Deliver your lending messages via digital | Serve lending messages via display, mobile, and social with our Digital Services for Credit Acquisition |



Target and reach new ITA audiences online

Explore our credit-specific Digital Targeting Segments to reach high potential audiences for your ITA lending offers. Reach audiences such as:

-  12.3% of households likely to respond to a credit card offer
-  12.5% of households likely interested in card balance transfer
-  1.8% of households likely in-market for a new auto loan



Analyze and integrate campaign results to continually optimize performance

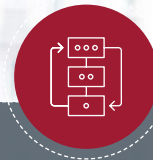
Results of previous campaigns can be one of the best sources of data for future model enhancements.

That's why we developed our [Campaign Insights Dashboard](#) — so you can gain fast access to critical performance insights about your ITA and Prescreen campaigns. With this unique dashboard, lenders can analyze how their campaigns performed against competitive offers in the market and then integrate findings to continuously fine-tune models and campaign approach.

Use the dashboard to:

- **View campaign results and analyze consumer activity** for both responders and non-responders
- **Understand attributes** of responders
- **Compare campaign results to peers and the market** to better understand where you are underperforming and where there is opportunity to grow share
- **Understand where you are winning and where you are losing** — which consumer segments, which products, which markets
- **Incorporate learnings** to fine-tune existing prospecting models or develop new ones

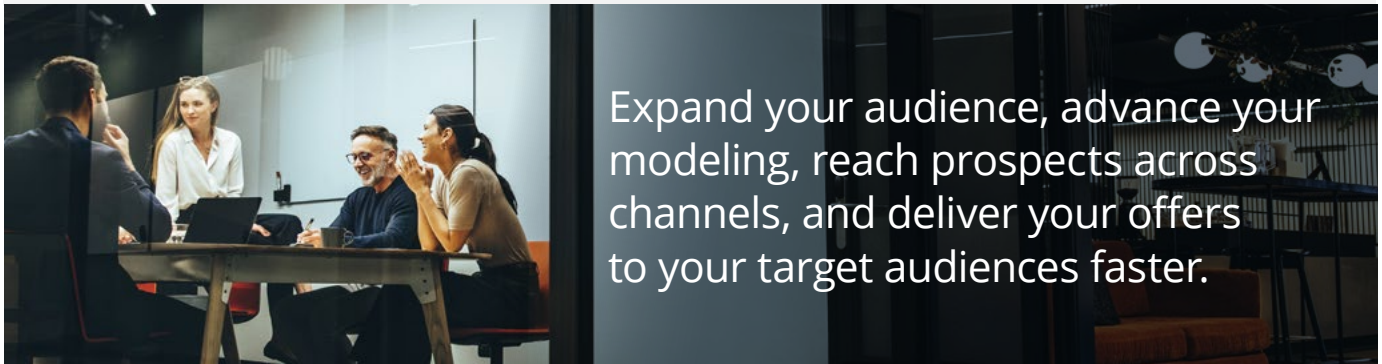
Lenders can analyze how their campaigns performed against competitive offers in the market.



Use a feedback loop to easily integrate results of previous campaigns and continuously refine models.

Why lenders work with us to enhance ITA and Prescreen

- ✓ Specialty in data to expand your view of consumer finances: financial capacity measures, day-to-day bill pay behaviors, employment and income, alternative finance
- ✓ Secure cloud-native analytics platform to advance model builds and get offers to market faster
- ✓ Wide-ranging industry relationships to activate audiences across digital channels
- ✓ Comprehensive portfolio management, fraud, and commercial solutions to complement acquisition efforts



Contact us to discuss solutions to power your acquisition analytics and campaigns.

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