Spending Insights

Unlock consumer spending behavior

Spending Insights from Equifax provides the data and intelligence you need to navigate trends and connect with your ideal customers.
In today's dynamic market, understanding consumer spending is paramount for effective marketing and strategic growth. Spending Insights from Equifax offers two powerful solutions designed to provide transaction-based insights into actual consumer spending, helping B2C marketers like you optimize strategies and drive superior results.

Spending Insights Index
Spending Insights Index provides non-FCRA insights into actual consumer spending, leveraging aggregated transaction data to offer a comprehensive view of spending activity across multiple popular consumer categories. This solution is designed to increase marketing effectiveness by better identifying consumer household spending, ultimately boosting acquisition, informing cross-sell strategies, and enhancing retention. Spending Insights Index is delivered via batch append or directory.

Spending Insights – Digital Targeting Segments
Reach online consumers with high estimated spending across specific categories. These segments are developed for the same categories as the offline index, allowing for consistent targeting across touchpoints. Audiences have been developed for both Affluent and Mass Market level high spenders and are available on digital platforms.

Key benefits

Better identify consumer household spending for more targeted and impactful campaigns.

Utilize valuable spending behavior measures to rank consumer spending activity in key categories.

Empower companies to engage more strategically with customers, encouraging spending on existing cards based on past purchases.

Precisely target online audiences exhibiting a history of spending within specific categories.

Developed for use in non-FCRA applications, offering flexibility for prospecting, targeting, and modeling.

How it works

Data Source	Aggregation and Anonymization	Score Generation
Actual merchant transaction data is collected from partners.	Anonymized transaction data is then aggregated at the micro-neighborhood/ZIP+4 level to ensure compliance and privacy.	Using this processed data, index scores are generated for each ZIP+4.

Measures Provided	Categories Covered	Delivery	
Spending Insights Index ranks each category with scores for three key measures: • **Level of Spend:** Average transaction amount over the past 12 months • **Recent Spend Activity:** Average transaction amount over the past 3 months • **Spend Frequency:** Average number of transactions per month over the past 12 months	These measures are available across various consumer categories, including: • Total/overall spending • Travel *(plus hotel, airline, cruise)* • Dining *(plus fast casual, take out/food delivery)* • Insurance • Home improvement	**Spending Insights Index** • Appended to customer files • Purchased as a directory file • Available via batch delivery (flat file via secure FTP) and directory	**Spending Insights Digital Targeting Segments** • Segments for Affluent and Mass Market high spenders are available for each category • Accessible via most digital platforms

Real-world impact

This example demonstrates how the various measures and categories within the Spending Insights can be used to identify consumer behavior and inform marketing strategies.

Imagine a financial services company wants to identify potential customers who are likely to spend more on travel. They can use the Spending Insights to:

- **Identify high-spending travelers:** The company could use the "travel" category within the Spending Insights Index and look for individuals with a high "level of spend" *(average transaction amount over the past 12 months)* and "spend frequency" *(average number of transactions per month over the past 12 months)* in that category. An individual with an index ranking of 90 for the "travel - high level of spend" measure would indicate a very high level of past spending behavior in that area.

- **Target recent spenders:** To focus on those actively planning or making travel purchases, they might also consider the measure for "travel - recent spend activity" *(average transaction amount over the past 3 months)*. A high score here would indicate recent engagement with travel-related spending.

- **Tailor offers:** Based on these insights, the company could then tailor specific credit card offers, travel insurance packages, or loyalty program incentives to these identified high-spending travelers.

- **Identify target consumers:** The company would apply the Spending Insights Index scores to their customer files to identify desirable individuals who meet their criteria for high-spending travelers. They would then select these consumers for their marketing campaign.

- **Onboard to digital and present ads:** The selected consumers can then be onboarded to digital platforms, allowing the company to present targeted advertisements online, or send email campaigns and extend their reach.

Ready to transform your marketing strategy?

Discover how Spending Insights can empower your business with unparalleled consumer spending intelligence. Contact a sales representative today to learn more and explore a customized solution for your unique needs.

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