



The challenge

Understanding your customers through data isn't always straightforward

To achieve truly targeted marketing, you need comprehensive customer insight and precise audience identification. Targeted messaging and up-to-date contact data can decrease waste and greatly improve ROI – but achieving this level of precision requires the right data foundation.

What if, you could pinpoint your most valuable audiences, enrich your existing customer data with meaningful, real-world insights from Open Banking, and acquire new prospects – all from a single, trusted source?

Connect with the right people, at the right time, in the right way – with intelligent prospecting and precision enrichment from Equifax, powered by Sagacity.

The solution

Marketing Enrich™

Add real-world insight to your customer data

Marketing Enrich™, powered by Sagacity, enables you to append relevant, attribute-rich data to your existing customer base, to help you better understand and communicate with your audience. You can personalise postal communications, uncover cross-sell and up-sell opportunities at the right time based on need, and gain valuable insights into what your customers are interested in, where they spend their money, and their lifestyle preferences.

Key benefits:

- Append over 900 lifestyle, demographic, financial and behavioural attributes across individual, property and postcode levels
- Gain new data-driven insight into your customers to improve communication and engagement
- Create enhanced segmentation opportunities and identify different cohorts within your existing customer base
- Identify new cross-sell and upsell opportunities to trigger marketing and business decisions
- Prioritise high-value customers with greater targeting precision

Target and acquire new customers with GDPR-compliant prospect data

Target Prospect[™], powered by Sagacity, is one of the UK's most comprehensive, permissioned consumer datasets for direct marketing acquisition. With over 45 million individual-level records and more than 35 million postal addresses, it gives you the power to target, acquire and engage the right prospects – and retain the right customers.

Key benefits:

- Access 35+ million marketable postal addresses
- Custom propensity models built on your audience
- GDPR-compliant and campaignready postal data*
- Drive ROI with response-rate modelling and refinement
- All with permissioned use for marketing**

 ^{*} All data is collected for specified, explicit, legitimate purposes and processed compatibly under Article 5. Every data point includes a complete audit trail and permission code.

^{**}Backed by an Online Permission Library (OPL), which stores all respective permissions for each individual, including where and when that permission was given, enabling us to answer any GDPR queries.





What Marketing Enrich[™] delivers

Marketing Enrich™ is delivered via four flexible, modular data enhancement packages that can be combined in any way to meet your specific needs. You can select any combination of variables across all four areas – for example, five individual variables, three property characteristics, and eight postcode variables:

Enrich Core

Over 45 million individual-level UK records with predictive and descriptive attributes. Understand consumers in detail – their life stage, income, household composition, financial behaviours, values, and environmental outlook.

- Shopping habits
- Occupation and employment status
- Financial
- Property and household composition
- Leisure, interests and hobbies
- Channel preferences
- Insurance
- Travel

Enrich Geo

Location-level insight to understand the social and economic concerns affecting different communities and regions.

- Animal welfare
- Crime
- Green index
- Pay, benefits and gross income
- Religion and diversity
- Education
- · Political index
- Population density

Enrich Property

Property-level intelligence including home type, purchase/move history, energy efficiency, and more, enabling marketing relevance based on living circumstances.

- Purchase date
- Property value
- Energy efficiency
- · Predicted move data
- Property characteristics
- Planning applications
- Year built
- · Property listings
- Outdoor area

Enrich Postcode Indicators

Individual and household data aggregated to postcode level, providing demographic and lifestyle insights across 100 variables to support broad segmentation and targeting.

EQUIFAX°

How Marketing Enrich™ works

Marketing Enrich™ can be accessed via two delivery methods:





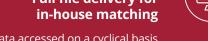
Option 1: Data append and enrichment

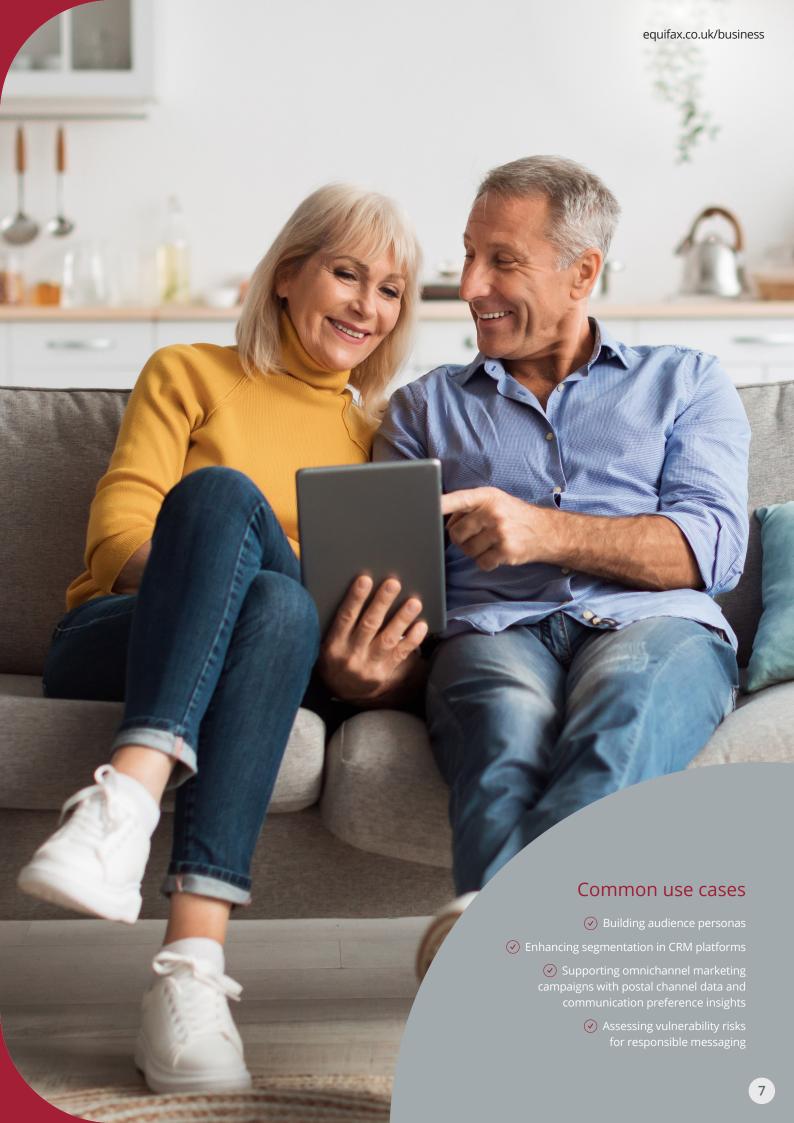
- You provide name/address or postcode-level customer data
- The file is then cleansed and formatted and matched against a comprehensive GDPR compliant consumer dataset
- You receive an enriched file with appended variables, plus profiling insight

Full file delivery for

- Data accessed on a cyclical basis
- Access via API or Secure File Transfer Protocol (SFTP)
 - Enables regular, scalable enrichment at speed











What Target Prospect[™] delivers

Target Prospect™ identifies new prospects using a broad range of individual-level attributes across a variety of categories to support highly targeted prospecting, including:



Age, income, life stage and household composition



Hobbies and interests



Shopping habits and financial product usage



Charity donations and pet ownership



Utilities, telecoms, automotive and insurance renewal data



Home mover triggers, property characteristics and more

These attributes are enriched further through Equifax's Market Intelligence data – derived from anonymised, aggregated Open Banking insights at postcode level – providing deeper, real-world consumer spending behaviour to guide selections.



How Target Prospect™ works

Once an agreement is in place, the first thing that's undertaken is a customer data profile. This supports how data is modelled and prioritised in relation to your specific campaign needs.





Option 1: Customer Data Profiling

- 1. You send your customer file (name and contact details) via secure transfer
- 2. A data health check is performed to verify the quality of the data, and format the file correctly
- 3. Your data is matched to the database and modelled across 350+ variables



Option 2: Target Scope Brief

- Send your campaign brief, such as brand/product information or criteria for your target audience (e.g. demographics, behaviours, geography)
- 2. The agreed scope is applied to the Target Prospect™ database

All transfers are handled via Secure File Transfer Protocol (SFTP).



Data Delivery

A pre-qualified list of prospects is securely returned to you



Common use cases

- Customer acquisition through direct postal mail
- Testing new markets or product segments
- Expanding geographic or demographic reach
- Supplying partners or agencies with campaign-ready data



Case study:

Target Prospect[™]

Catalogue retailer

Smart profiling drives record results

A national home and lifestyle retailer wanted to expand their product offering and grow their customer base. A Target Prospect™ user profiled their current customers to identify the traits of high-value buyers. Using this model, prospects were sourced from a permissioned database of over 45 million UK consumers.

All campaign data was pre-screened for accuracy, including home mover and deceased suppression, and returned in a mail-ready format. The model continually improved as responders from each wave were fed back into the next.

Each campaign exceeded ROI expectations and contributed to a growing, better-targeted customer base.

245%

of response target

275%

of response target

175%

of response target

Source: Sagacity





Let's talk

Whether you're trying to understand your current audience or acquire your next best customer, Equifax, partnered with Sagacity, provides the insight and intelligence you need to build smarter marketing campaigns.

Backed by UK-wide data and proven results, Marketing Enrich™ and Target Prospect™ help you get more from your marketing – and drive growth that lasts.

Talk to us today to request a demo or find out more.

Speak to our experts