



Powered by  
**Sagacity**

## Target Prospect™

Target and acquire new customers  
with GDPR-compliant prospect data

**Target Prospect™ 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 supports you with the tools to identify, target and acquire the right prospects – now enhanced with powerful insights from Equifax's extensive Open Banking data to help you understand spending behaviours and financial signals like never before.**

Built on robust GDPR-compliant data\* and enhanced with predictive lookalike models, Target Prospect™ equips you with the data and insight you need to identify the best cohorts and reach the people most likely to respond – and convert.

When it comes to acquisition, reach alone isn't enough. Today's marketers need reliable, relevant data to connect with new audiences in meaningful, effective ways. That means knowing:

- Who your next best customer is
- Where to find them
- What motivates them to engage
- How best to communicate with them

Target Prospect™ helps answer all four – with data-driven intelligence that identifies new prospects aligned with your established customer segments, enabling more personalised campaigns and higher conversion rates.

### Key benefits:



Access highly responsive prospect data – all permissioned for direct postal mail use



Reach new audiences confidently, with GDPR compliance\*



Save time and resource through relevant, up-to-date prospect records



Improve campaign efficiency and ROI, using targeted selections based on robust insight



Deliver better customer experiences, with fewer irrelevant communications



[equifax.co.uk/business](https://equifax.co.uk/business)

\* 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.



## 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.



Once an agreement is in place, the first step is producing a customer data profile.

#### Option 2: Target Scope Brief

1. 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 database

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



How it works



#### Option 1: Customer Data Profiling

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



#### Data Delivery

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

## Let's talk

Discover how Target Prospect™ can drive smarter acquisition and better campaign performance.

**Speak to our experts**