



# Find consumers on the verge of making important financial decisions

Every day, consumers are experiencing new life events such as purchasing a new home or getting married. And with these life events comes planned and unplanned purchases needed to satisfy their new lifestyles — opening doors for new marketing opportunities. But how can marketers capitalize on these life events and deliver the right message at the right time, across multiple channels?

We can help. Equifax and Deluxe have partnered to introduce a new differentiated data solution, **Life Event Triggers**. Life Event Triggers can help identify if and when a consumer is in the market for new or additional products and services based on immediate, short-term, or long-term needs. Leveraging these insights can help marketers respond to signals almost immediately with a predetermined message and invitation to apply.

**75%** of people are more likely to try new brands after a consumer experiences a life event\*

## Trigger types include

### Lifestyle

- Newly married
- Newly single
- Newly engaged
- New or expecting parents



Expand your marketing reach to those who are likely to apply and accept offers from card providers or personal lenders to fulfill needs such as ring purchases, wedding costs and travel.

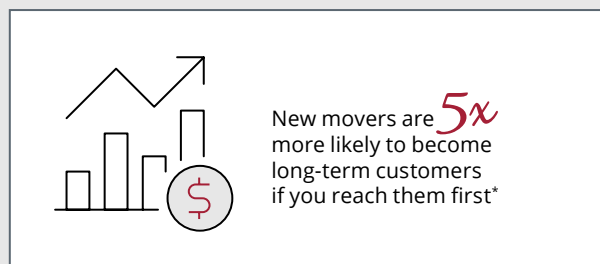
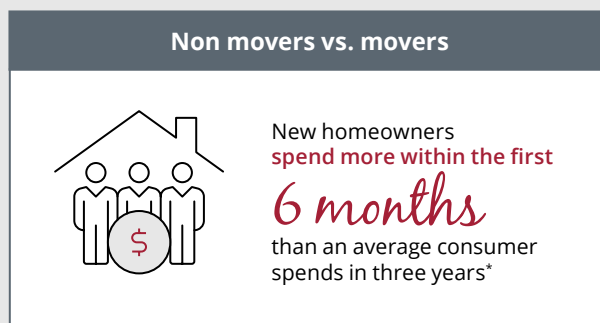
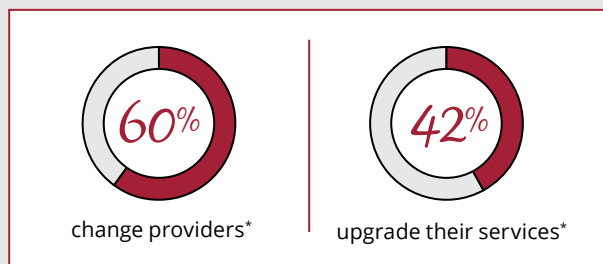
### Household

- Pre-mover
- New mover
- New homeowner
- Household composition change



Leverage data-driven insights to know which consumers will be in the market for new furniture purchases, home maintenance repairs that require financing, homeowners insurance or new telco/utility services.

## Life event triggers



### By leveraging weekly triggers programs, Life Event Triggers can help marketers:

- Send the right message to the right consumer at the right time
- Expand their omni-channel marketing approach
- Increase response rates by 50 – 135%\*

Meet consumers where they are in their life journey by leveraging insights that demonstrate your brand not only knows their challenges but also understands how to solve them.

Ready to learn more about how data-driven trigger marketing programs can help your business drive smarter revenue and a better customer experience? Contact us today.



**EQUIFAX** | Sales Agent

1-800-863-8514 • [questions@confluentstrategies.com](mailto:questions@confluentstrategies.com)  
[confluentstrategies.com](http://confluentstrategies.com)

\*Based on Deluxe internal analysis

Copyright © 2022, Equifax Inc., Atlanta, Georgia. All rights reserved. Equifax is a registered trademark of Equifax Inc. All other registered marks, service marks, and trademarks listed are the property of their respective owners. 22-107200