

Prescreen Marketing Campaigns

Marketing campaign products:

Live Checks · Prescreen · Auto Campaign · Credit Card Offer
HELOCs · Unsecured Personal Loans

Your consumers are looking for extra cash throughout the year.

Seasonal expenses such as spring projects, summer vacations, and the holidays increase consumer spending. Help your consumers put a little extra money in their pockets with preapproved live checks, credit card offers, HELOCs, and more.

Not sure when to run your campaigns?

We can provide you with a schedule of peak times to run prescreen/marketing campaigns!

Better prospects. Improved response. Increased profitability.

Prescreen creates the ideal target list by leveraging more than 1,500 credit attributes, including event and behavior-based triggers, and allows you to create your own credit-based attributes.

- Drive **higher acquisition rates inside and outside of your consumer base** with deeper consumer insights.
- Help **maximize revenue** by focusing resources on the right targets.
- Support **customized account strategies** by understanding credit profiles.
- Identify stronger **cross-sell and up-sell opportunities** within your portfolio.

Prescreen by Equifax: easy as one, two, three

1

Together, we'll make a plan.

We'll schedule a discovery session to discuss and formalize your marketing campaign details, including the product being offered, interest rates, target geography, and timing. Be prepared to make decisions about your list of criteria and provide your data extract of clients and/or the list of target ZIPs. **We will guide you through the process!**

2

Develop the plan and gain required approvals.

The mail house used to develop and fulfill the marketing campaign must be approved by Equifax. When complete, all marketing materials related to the campaign, including any mail pieces, phone scripts, and email templates should be submitted to Equifax for FCRA compliance review.

3

Now, we implement the plan.

Once campaign details are finalized, Equifax will deliver reports summarizing precounts, which can help to narrow guidelines or specification according to your budget and ideal consumer. The final marketing file will be delivered for processing. The names on the list can be used for 60 days.



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