



Equifax Link™

Discover—and fulfill—the hidden needs of your consumer customers who own small businesses

Many new small businesses are formed by individuals, which often means they are funded in whole or part by the owner using traditional consumer credit resources. This creates the potential for cross-sell opportunities for commercial services within a consumer audience, if only you could identify which of your consumer customers may be linked with a small business. Equifax Link™ can help. Using sophisticated data-linking technology, Equifax Link™ connects data from our small business databases and consumer files to give you an expanded, 360-degree view of consumers who are also business owners or principals and the businesses that may be associated with them. This increased visibility helps you better estimate their need for your small business products, make on-target offers, generate stronger response rates, and optimize the full relationship potential.

Keying and linking technology delivers a more holistic view of your customers

Designed to strengthen your marketing reach by giving you fresh, unique insight into your customer base, Equifax Link™ is an advanced customer data integration solution. It works by securely linking all data using randomly issued “keys,” called Equifax ID®, in lieu of using personal identifiers such as Social Security numbers and tax ID numbers.

Using these keys, Equifax Link™ tracks and consolidates consumer and business information into one accurate and cohesive view. You will better understand which consumer customers are also associated with one or more small businesses to help you

- Expand your customer base and increase revenue by more effectively cross-selling and up-selling within your current retail customer base
- Boost campaign response rates by better segmenting your customers and making more individualized offers to those audiences
- Improve customer service by leveraging a single, consolidated view of customers to offer better-informed support

Key benefits

Gain a comprehensive view of small business customers by integrating relevant consumer and commercial data into one customer profile

Identify new small businesses within your customer base by linking associated data from separate consumer and business files

Increase revenue by successfully cross-selling and up-selling commercial products and services to consumer customers
Improve customer service and loyalty by providing one integrated client profile to help efficiently target and track customers

Boost marketing ROI by better identifying small business opportunities

- Deepen customer relationships by understanding the current and future needs of customers and proactively offering appropriate solutions

Your new competitive advantage? Our deep small business and consumer expertise

For more than a century, Equifax has empowered customers with trusted, in-depth business intelligence—proprietary information that includes a uniquely strong focus on small businesses and consumers. That same unmatched level of expertise, technology, and data fuels our marketing solutions to help you know and grow your customer base—and spend less money doing it.

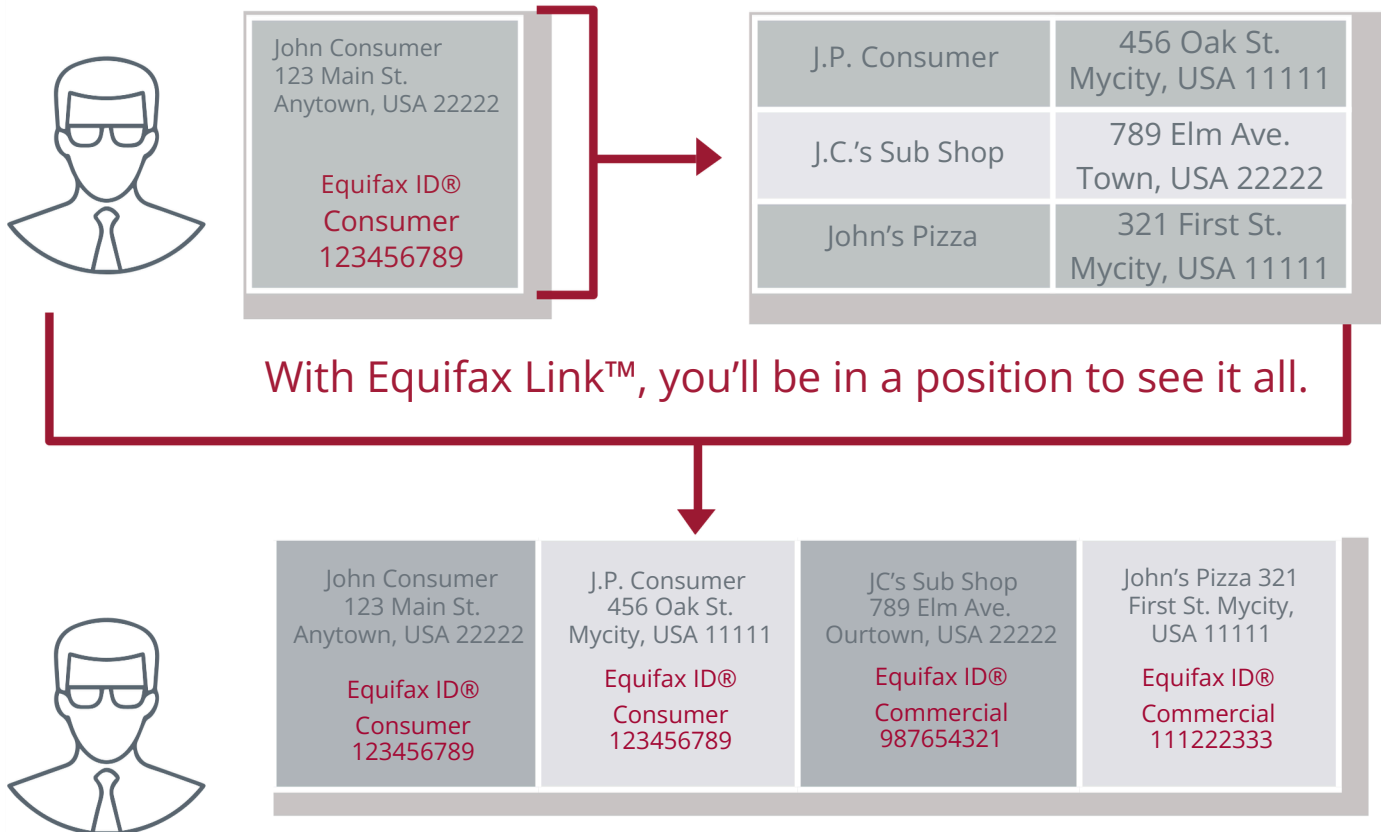
Recognize and intelligently interact with your customers and prospects, anywhere you see them

When customer and prospect data are constantly coming in and out of an organization and being edited differently by multiple teams such as customer service, sales, and marketing, data can get out of hand—fast.

Equifax Link™ uses advanced keying and linking technology to spot relevant, connected data and consolidate them into one comprehensive view for all of your client-facing teams.

Search for “John Consumer” and you get this:

But what if you could also see this?



Spot new small business opportunities within your current customers with Equifax Link™!

Contact us today for more information

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