

Connect datasets and gain a single view of your customers with **Equifax Ignite**

Is your team spending too much time and effort managing and integrating consumer data? Do you have multiple consumer databases and incompatible formats? Do your consumer data processes adequately protect personal consumer data? How easily can you integrate additional financial and third-party data?

In order to best serve existing customers and find new ones, you need a unified, comprehensive view of each consumer. That's a challenge, but we can help.

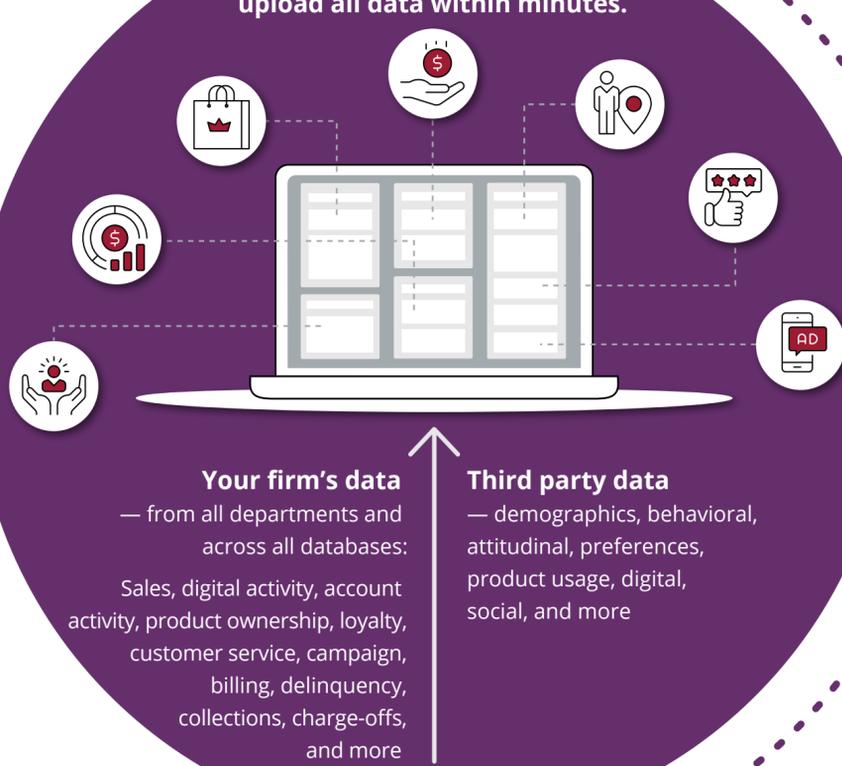
Equifax Ignite® makes it easy to centralize and link data!



As a robust, cloud-based analytical platform, Equifax Ignite simplifies and speeds data management so your company can better focus on its business goals.

First, upload all data into Equifax Ignite.

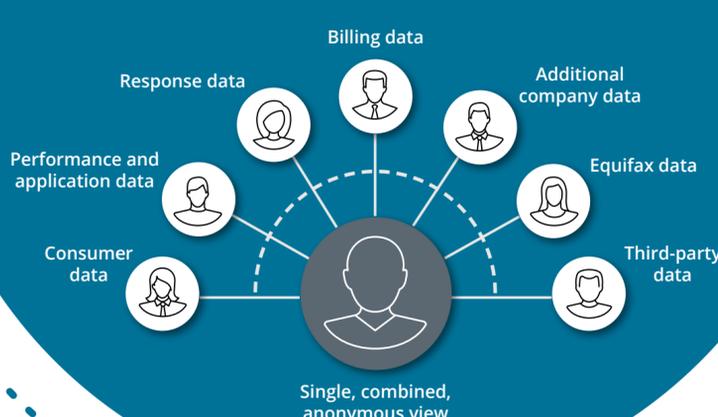
Use point-and-click tools to upload all data within minutes.



Second, let Equifax Ignite automatically link all datasets.

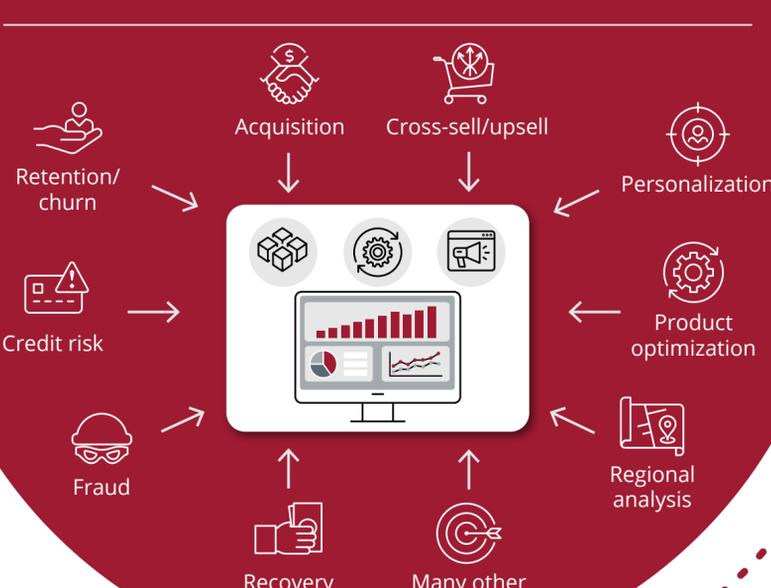
Rely on Equifax Ignite to quickly:

- Ingest** all datasets
- Connect and match** disparate data to individual prospects and customers
- Add in additional data** from Equifax such as credit, affluence, income, bill-pay behaviors, and more
- Anonymize each record** and use a consumer key to protect PII
- Produce a single, consolidated view** of each consumer



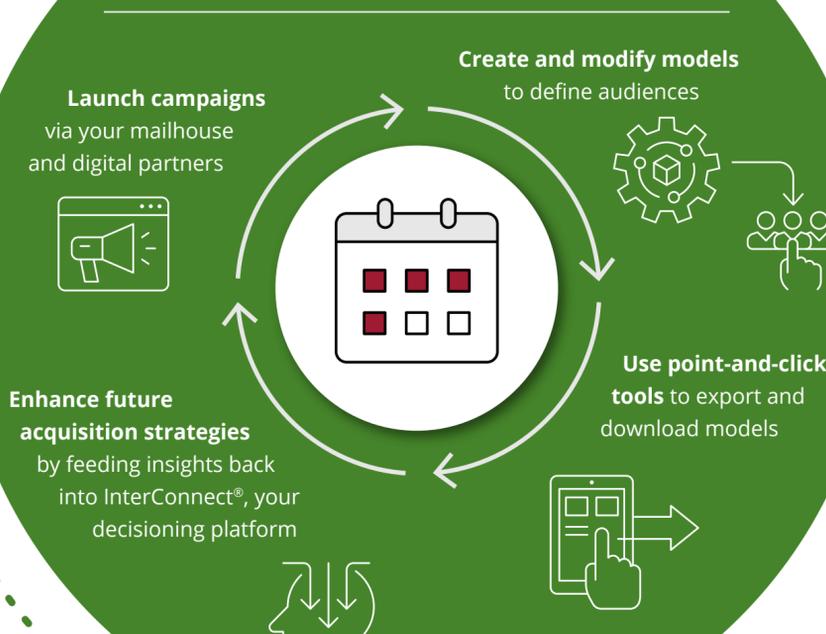
Third, dive into your analysis.

Now that you have a **comprehensive view** of your prospects and customers, you can use Equifax Ignite to conduct your analytics, build and update models, and support your business goals. Plus, you can continuously update your analyses as fresh data becomes available and as you integrate more data and campaign results.



Fourth, export and download models to desired production platforms.

Shorten your time to market from months to weeks:



Benefit from the simplicity of **Equifax Ignite** to easily consolidate data, better protect consumer information, lower your data management operational costs, and better grow and manage your business.



Contact us today to explore how you can get started with Equifax Ignite.

equifax.com/ignite