Equifax Ignite for Prospecting

A unified, cloud-based analytics platform to advance and speed acquisition efforts

Prospecting teams are under pressure. They need to expand their marketable audience and target consumers that fit finely-defined criteria, while at the same time get their promotions in-market fast, drive response, and pivot campaigns quickly.

But many prospecting teams are not set up to access, analyze, and test all of the data they need to build effective acquisition models and meet these goals. Between insufficient data, disjointed datasets, dated modeling techniques, and an inability to incorporate recent in-market results, it is no wonder that acquisition model development is taking longer and longer.

Speed acquisition model builds with a data-driven, unified view of your opportunities

Introducing Equifax Ignite® for Prospecting — a single, cloud-based analytical platform that prospecting teams can use to advance acquisition models and speed delivery of offers to the right consumers.

With Equifax Ignite for Prospecting, acquisition teams can access all of the data they need in one place, plus explore additional datasets to find new consumers. Acquisition groups can leverage dashboards, pre-defined models, and custom modeling options that best fit team needs. And, analysts can easily test the impact of changing model criteria, plus incorporate results of past campaigns in order to fine-tune future target selection and offer terms. Whether your organization delivers traditional acquisition offers, prescreen offers, or Invitation to Apply (ITA) offers, Equifax Ignite for Prospecting can help simplify, enhance, and speed your acquisition efforts.

Key benefits

- **Speed** acquisition model builds from months to weeks

- **Access** all datasets from Equifax, plus your firm and third-party data in one place

- **Score** up to 21% more previously unscorable consumers[1]

- **Leverage** dashboards, pre-defined models, advanced modeling techniques, and machine-learning

- **Test** what-if and champion/challenger scenarios against 100% of the U.S. credit population

- **Fine-tune** models with a results feedback loop

- **Reduce** time to offer delivery by up to 60%[1]

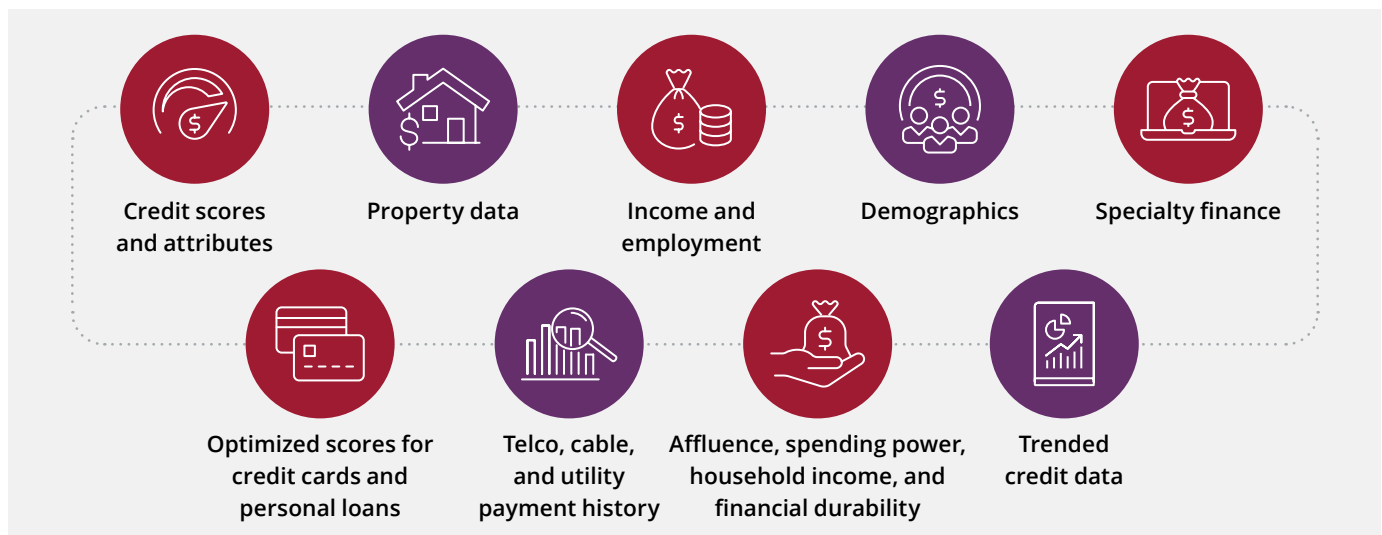- **Achieve** 5x faster processing power with a Google Cloud platform[1]

Ease and simplify data management

As a single platform, Equifax Ignite for Prospecting can help acquisition teams move quickly from data compilation, to analytics and model build, to production. Use Equifax Ignite for Prospecting to:

- **Access all data in one place** — your firm's data, data from Equifax, and third-party data
- **Key and link** all data to reduce data prep time
- **Access the freshest data** — updated weekly or monthly
- **Easily incorporate new data**
- **Use a single platform** to compile data, build and test models, and move data to third party offer delivery platforms for direct mail and digital delivery

Access more data to fuel your prospecting segmentation and reach new audiences

With Equifax Ignite for Prospecting, acquisition teams can access and analyze a broad view of consumer finances, behaviors, and demographics to better inform criteria for target audience selection. For credit and insurance issuers, alternative data can help score up to 21% more previously unscorable consumers.[1]

Credit scores and attributes

Property data

Income and employment

Demographics

Specialty finance

Optimized scores for credit cards and personal loans

Telco, cable, and utility payment history

Affluence, spending power, household income, and financial durability

Trended credit data

Analytical options that fit your needs

Whether your firm has limited analytical resources or a full spectrum of data scientists and analysts, Equifax Ignite for Prospecting provides options to meet your needs. Analysts can use the platform to easily explore alternative campaign scenarios to drive response and open rates.

- **Point-and-click tools** to guide data upload and download
- **Dashboards** that show campaign results and performance benchmarking
- **Pre-built models** for standard use cases
- **Test scenarios** against virtually 100% of the U.S. credit population and 10 years of historical data
- **Enhance analysis** with "what-if", champion-challenger, reject inferencing, and machine-learning
- **Visual interface** to show impact of changing criteria
- **Do-it-yourself capabilities** for custom model builds
- **Support** from Equifax marketing and consulting services

Use a feedback loop to fine-tune models

Results of previous campaigns can be one of the best sources of data for future campaign planning. That's why Equifax Ignite for Prospecting includes a unique results feedback loop. By integrating the results of in-market campaigns into the platform, analysts can:

- **Analyze consumer activity** for both responders and non-responders
- **Understand attributes** of responders and non-responders
- **Compare campaign results** to peers and the market to better understand where you are underperforming
- **Incorporate learnings** to fine-tune existing prospecting models or develop new ones

Benefit from a cloud-based platform to speed processing

Equifax Ignite uses a Google Cloud platform to power prospecting analytics. Acquisition teams can rely on the Equifax Ignite platform to:

- Securely store your firm's data in a single tenant environment
- Access an always-on platform with real-time analytics
- Availability of vast amounts of data
- Gain superior processing power — from several hours to a few minutes

Contact your Equifax account representative to get started.
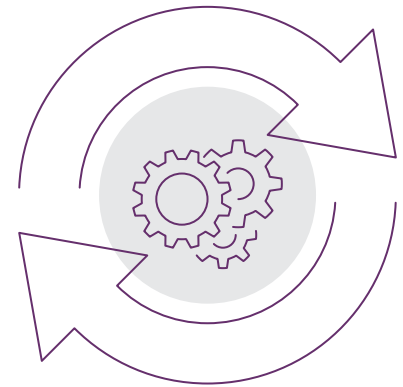
Turn to **Equifax Ignite for Prospecting** to deliver your offers faster, enhance your acquisition campaign performance, and advance your model builds based on learnings.

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equifax.com/ignite