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E-book

Explore best practices for ITA campaigns

Target smarter, not harder

As bank account originations and card utilization increase,[1] financial institutions have an opportunity to **target consumers with invitation to apply (ITA) offers while the iron is hot**. But with growing consumer interest and responses to credit offers,[2] **how do you set your brand apart and increase account openings**?

CLICK BUTTONS BELOW TO FIND OUT

▶ **LEVERAGE**

▶ **DEPLOY**

▶ **REACH**

Bankcard accounts units increase

+127M

Jan 2024 compared to Jan 2019

Account originations increase

+19%

from Jan 2019 to Jan 2024

Average revolving utilization rate

+30%

for all consumers with bankcards

Average card balances reported

$7,141

Jan 2024

Total bankcard balances

$1.12T

in Jan 2024
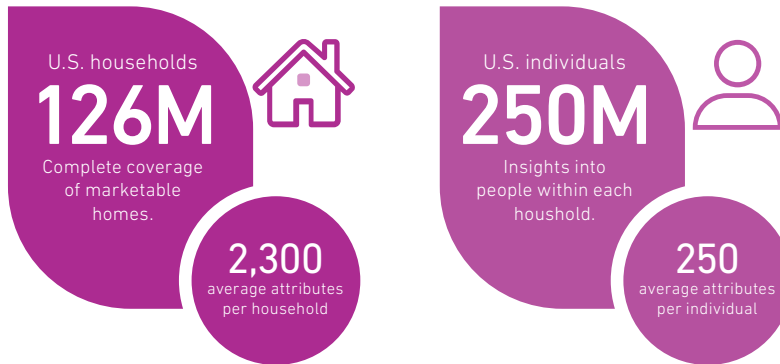
Source: Experian Ascend Market Insights Dashboard

LEVERAGE comprehensive marketing data

Having a one-to-one connection with prospects is key to tackling the ITA acquisition challenge. However, consumers are much more than their credit behaviors. Do they own their home? Where are they based? What marketing channels do they prefer? Given that no two consumers are alike, gaining deep insights into their needs and behaviors is crucial. Yet, many organizations are leveraging duplicate or incomplete data, making it difficult to effectively identify and engage individuals across multiple touchpoints and devices.

PERSONALIZATION & PREDICTIVE MARKETING INSIGHTS

U.S. households
126M
Complete coverage of marketable homes.

2,300
average attributes per household

U.S. individuals
250M
Insights into people within each houshold.

250
average attributes per individual

✓ Clear visibility to FLA-friendly attributes supports ITA model governance

Life stage and demographics	Property, real estate and mortgage	Engagment, decisioning and conversion channel	Financial stability	Geo-summarized consumer credit data	Urbanicity and geography	Affluence	In-the-market models (financial products)	Mosaic segmentation

Experian's marketing data is ranked #1 in the marketplace for accuracy,[3] representing consumer attributes and combinations on over 250 million consumers and 126 million households. Additionally, our data works across channels and is addressable, allowing you to reach your target audiences with consistent offers and messaging wherever they are, including advanced TV and social media. **With a better understanding of who your customers are, what they like and how they operate, you can form more personalized offers to increase response rates**.

FEMALE | AGE 35 | CREDIT SCORE 680

Based in California	Based in New York
Frequent breakfast spender	Frequent coffee spender
Drives a compact car	Drives an SUV
Enjoys shopping online	Enjoys shopping in-store
Lives in the city	Single family home in the suburbs
Has a cat	Has a dog
Married, no kids	Married, with kids
Health-conscious, Yoga	Health-conscious, Swim

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DEPLOY more informed models

Spend your marketing dollars wisely by being more proactive and precise with your campaign planning. **Leveraging data-driven models, you can gain greater predictive power to identify prospects who look like your best customers and are most likely to respond and be approved for your ITA offers**. This way, you can achieve higher conversion rates and maximize your return on investment.

Powered by our industry-leading data and advanced analytics capabilities, you can create intelligent models by comingling consumer-level credit and risk behaviors with Fair Lending Act-friendly[4] marketing data to align with industry compliance standards. These include:

Lookalike models

Develop lookalike models based on your prescreen criteria to find new, high-value customers that have similar attributes.

Response models

Incorporate relevant findings from past interactions and customer response metrics to drive increased purchases.

Marketing profiles and segmentation

Compare your prospects to everyone in your market footprint to better understand the insights that drive the profile of your best customers. Then, group your prospects into relevant, actionable marketing segments.

COMPLIANT ACCESS TO
DE-IDENTIFIED AND COMINGLED POPULATIONS

FCRA applications (prescreen)

Identifiable credit data population

Your Prescreen criteria

Non-FCRA applications (ITA)

Identifiable marketing data population

Your custom-targeted audience

Credit data

Marketing data

1 Create dependent variable population using your Prescreen criteria

2 Develop lookalike model of your Prescreeen criteria population using FLA-friendly marketing data only

3 Incorporate Experian's propensity to be in-market for XYZ product layer in channel preference

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REACH your best audiences with direct connections to media destinations

In a post-cookie world, engaging consumers with relevant ads and offers can be difficult. To maintain high match rates and ensure consistency in reaching across endpoints, **you'll need direct connections to media destinations**.

Experian's deep integrations enable audiences to be distributed seamlessly across more than 200 media destinations, including indirect and direct activation endpoints. Our integrations are built at a household and person level, resulting in higher matches without reliance on other graphs or IDs. Additionally, **our interoperable solutions eliminate the noise that can result with onboarding, allowing for greater audience fidelity and ID consistency**.

100%	20% 80%		100%	20% 80%	20% 60%
experian.	theTradeDesk		experian.	Onboarder	theTradeDesk
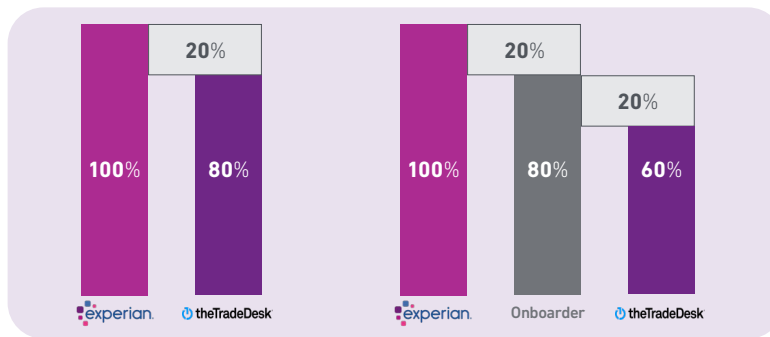
Building from central view of a houshold and person is a higher fidelity connection than building off identifies alone (i.e., email)

Multi-providers can have difference in ID association resulting in incorrect targeting
email 123 = cookie 485 vs. email 123 = cookie 673

Multi-providers can have difference in ID composition limiting consistency to endpoints
Alternative IDs, CTV ID, MAIDs, HEMs, etc.

MAKE YOUR MARKETING DOLLARS GO FURTHER

Let's face it, as much as technology has created a wealth of opportunity for marketers, it's also created various challenges. With so many different brands reaching out to customers across so many different channels, it can be difficult to stand out from the crowd and have a meaningful interaction with your intended audience.

Using the right data and technologies, you can identify your best customers and make more informed marketing decisions. Experian can help you effectively build, optimize and deploy targeted ITA campaigns and more.

To get started, contact us today!

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[1] Experian Ascend Market Insights Dashboard

[2] 2024 Financial Services Marketing Trends, Mintel.

[3] Truthset is a data intelligence company focused on validating the accuracy of consumer data linked with a hashed e-mail (HEM) to assess individual provider accuracy. Experian is in the jumbo cohort with 11 total data providers. In the most recent Q3 2023 report, Truthset examined the accuracy of Experian's marketing data and found that Experian ranks #1 for 15 attributes, is the #1 provider in terms of largest volume of high-accuracy HEMs and has consistently had the largest number of HEMs that are 90% or more likely to be accurate.

[4] FLA Friendly Disclaimer. The "Fair Lending Friendly" flag indicates data fields that Experian has made available without use of certain demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act ("FHA") and Equal Credit Opportunity Act ("ECOA"). These excluded attributes include, but may not be limited to, race, color, religion, national origin, sex, marital status, age, disability, handicap, family status, ancestry, sexual orientation, unfavorable military discharge and gender. Experian's provision of Fair Lending Friendly indicators does not constitute legal advice or otherwise ensure your compliance with the FHA, ECOA or any other applicable laws. We recommend seeking legal advice with respect to your use of data in connection with lending decisions or application and compliance with applicable laws.

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