



Equifax ConnectSelect™

Energise your acquisition campaigns with the most up-to-date and dynamic consumer marketing data

Having a large pool of prospects available to choose from is often a key criteria for prospect databases or acquisition campaigns; however, it is the quality of these prospects that will determine the real value of your prospect data.

Maintaining an accurate and up-to-date database involves time, resource and continual investment, which is why Equifax has developed Equifax ConnectSelect™ to help tackle this problem.

Equifax ConnectSelect™ is a consumer marketing database aimed at companies whose business depends on access to accurate, timely and high quality data. It is compiled from recognised best of breed data sources and is built monthly on a backbone of data from the Edited Electoral Roll, Rolling Register and Infill data. To further ensure accuracy, completeness and recency, all ConnectSelect data is analysed and cross-validated and is screened against the latest version of Equifax disConnect™, our leading suppression file, prior to release.

This comprehensive marketing database also provides the best financial performance information available, including key credit information and the most predictive credit scorecard available in the market – Equifax Risk Navigator™.

What it contains

Equifax ConnectSelect™ contains over 300 characteristics, broken down by the following categories:

Residency Indicators: provides residency information on an individual, their family and the household, in order to give an overall confidence level of tenure and length of tenure.

Demographics: describes the individual, family and household, by the most common population characteristics.

Key features

- Up to 38 million quality consumer prospect names
- 6 distinct categories of consumer intelligence, together totalling over 300 variables at 4 classification levels
- Guaranteed recency of data, updated monthly with major life changes highlighted to facilitate immediate execution of dynamic contact strategies
- Available as a hosted solution with web based access via Equifax's comprehensive campaign management and analytics solution, Equifax LifeSite™
- Inclusion of the most powerful financial performance information to enable you to gauge your prospects and customers' ability and likelihood to pay
- Sourced from multiple sources of information, de-duped, verified and compiled giving a comprehensive prospect pool and list rental solution

About Equifax

Equifax is a leader in credit and marketing information and works strategically with some of the world's largest companies. Lenders and marketers alike choose Equifax for the quality of our data – its accuracy, depth and freshness – and for the innovation of our marketing solutions.

Equifax Plc is part of Equifax Inc, a global leader in turning information into intelligence.

Equifax ConnectSelect™

Lifestage Alerts: highlights recent changes to the individual or household as measured by a number of primary key life stages.

Motivations: illustrates the individual's buying aspirations and purchasing habits for the major industry sectors.

Financial performance: portrays the individual, family and household's financial performance when dealing with credit, using intelligence taken from Equifax's vast databases.

Geodemographics: provides some of the most powerful descriptors of a neighbourhood using a number of recognised classification systems. Evidence of an area's financial performance is provided by Equifax's outstanding Postcode Risk Navigator.™

Prospect data has never been fresher

Equifax ConnectSelect™ contains unique information on changes to people's lives and, with its monthly update process, key life stage event information is made available at the time that it can be most useful, enabling trigger based campaigns. Information currently available includes:

Attainer: becoming 18 is a fundamental change for an individual which can influence behaviour within a household. Buying a first car, preparing for further education or taking a first job are all trademark events associated with this life stage.

Post-Mover: following a house move, individuals have a propensity to spend significant amounts of money on home improvements, home furnishings and household appliances. A new move is also often the result of a job change, which has other associated purchasing habits.

Directorship: a new directorship or shareholding can signify an important change in the employment status of an individual. Employment changes are often linked with other purchases such as a new car.

Birth: the birth of a baby triggers a multitude of new purchases for both the new arrival and the family. Financial circumstances can also change if one parent leaves full time employment on a temporary or permanent basis.

Manage all aspects of a campaign via Equifax LifeSite™

Supporting Equifax ConnectSelect™ is Equifax LifeSite™ – a Software as a Service campaign management and analytics solution. Designed by marketers for marketers, Equifax LifeSite™ has been developed to provide an intuitive web based, 'one stop' solution for the marketing manager.

This comprehensive solution is available as part of Equifax ConnectSelect™ and offers a suite of low cost, flexible tools to drive the analysis, planning and deployment of your campaigns.

Key Features

- Access via the web – no data hosting, additional server software or hardware is required on your premises, making Equifax LifeSite™ quick to set up, easy to use and cost-effective
- Increased return on campaigns – Equifax LifeSite™ offers comprehensive analytics and campaign management tools to help improve your targeting and execute more effective contact strategies
- Simple pricing structure – Equifax LifeSite™ is charged on a per seat licence basis with clearly defined options for additional processing, enabling you to easily understand and manage your costs

To learn how Equifax ConnectSelect™ can help you deliver more successful marketing campaigns, call 020 7298 3000.