

EQUIFAX[®]

Consumer Information Solutions

Marketing Connections

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Empower your marketing strategies with greater customer understanding

There's little value in marketing to consumers if you don't have a clear view of who they are and what drives their decision making. But, significant returns can be achieved when you add depth, breadth, accuracy and recency to your marketing data – Equifax calls this data intelligence.

As a Credit Reference Agency, Equifax occupies a privileged position as a holder of a wealth of intelligence on UK consumers which can be key to understanding your customers. Every day, our marketing data is trusted to help clients in retail, financial services, telecommunication and many other sectors acquire and manage their customers effectively.

As one of the most comprehensive data resources available, Equifax Marketing Connections allows you to pre-screen and append intelligence to your customer and prospecting data, effortlessly.

Offering over 800 characteristics, including demographic data, life stage alerts, and purchasing habits for each name and address combination, there's little surprise marketing professionals rely on our enhanced intelligence for improved accuracy and more effective targeting.

Pre-screen and append, key benefits

Equifax Marketing Connections is available for pre-screening, characteristic append and ID verification purposes, and offers the following benefits:

- improved campaign performance – target only consumers that match your ideal customer profile
- reduced costs – less direct mail is sent to unsuitable prospects
- reduced risk of fraud – by ID verifying records prior to contact
- consistent profiling, segmentation and screening of your customers.

Depth, breadth, and accuracy

Using our highly sophisticated proprietary name and address matching, Marketing Connections characteristics can be appended to customer or prospect databases with remarkable coverage. And with address links that enable certain characteristics to be drawn from previous address entries and name aliases, you can be confident that you are seeing the detailed picture.

Equifax Marketing Connections characteristics are all Data Protection Act 1998 and third party data compliant, and available at subject, family and household levels. Built monthly to deliver relevant and timely data, and continually enhanced

to incorporate new data sources and regulatory changes, Marketing Connections gives you the depth, breadth and accuracy needed to understand your customers and prospects, and empower your marketing strategies.

Invite Equifax into the heart of your organisation

Call us on 0845 603 9960 or email: marketing.solutions@equifax.com

Built upon the Edited Electoral Roll, Rolling Register and a wealth of additional data sources, Marketing Connections contains over 800 characteristics, allowing you to profile, segment and screen perfectly. Key characteristics include:

- Risk Navigator credit score
- County Court Judgments (CCJs) and bankruptcies
- demographic classification
- residency confirmation
- life stage alerts and triggers.

EQUIFAX®

MSC1266SC/EMCNI/June 2010

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Registered office: Capital House,
25 Chapel Street, London NW1 5DS

Registered in England No: 2425920

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