

# Amplified Prospecting

Increase response to firm offers of credit with compelling, strategic, omnichannel messaging

The Marketing Rule of 7 means it usually takes at least seven impressions before a consumer is compelled to act. Experian's Amplified Prospecting empowers lenders to deliver firm offers of credit to prescreened consumers and then echo the offer in the places they receive information most often — direct mail, email, mobile, social media and digital display — to elicit a higher rate of response.

## Amplified Prospecting echoes your message

- **Customization** — We can help you create an optimized campaign strategy to make the most of your online and offline ad spend. Your messaging will be reinforced through omnichannel media and a customized digital strategy.
- **Cost-effectiveness** — Direct mail is the most effective means of extending firm offers of credit, but it requires an investment. Maximize your audience's awareness prior to launching by priming with recurrent messaging.
- **Efficiency** — Target premium consumers in multiple ways. Customize your campaigns with our streamlined data, reinforced messaging, credit criteria and decisioning flexibility.
- **Accuracy** — Amplified Prospecting uses precise linking and matching technology for optimal targeting.

## Target ideal consumers for credit-based offers using optimum data

Experian's credit database provides fresh, accurate data that allows you instant access to near real-time consumer information, actionable analytics and intelligence tools, along with a network of industry and support experts to drive the most value.

**81** Percent of consumers want brands to get to know them and understand when to approach them and when not to.<sup>1</sup>

## Omnichannel delivery to maximize campaign reach

Strengthen the timing of your in-market campaigns and maximize performance and profitability by leveraging multiple channels to target and retarget your intended audience.

- **Direct mail** — Tailor campaigns to those most likely to respond to traditional mail first and then reinforce message via email or other digital means.
- **Mobile** — Reach consumers wherever they are, on devices they use to consume content most frequently.
- **Email** — Reduce mailing costs by extending offers to creditworthy consumers who are more responsive to email.
- **Digital display** — Target advertisements on authenticated websites, either as an initial touchpoint or as a follow-up to a direct mail or email prescreen list, reinforcing the message for consumers and providing an additional opportunity to respond.

## Amplified Prospecting

### Customization and decisioning flexibility

Through a streamlined credit criteria selection process, coupled with Experian's audience-creation expertise, you have the power to target premium consumers for your offer. Our business analysts are available to help you isolate appropriate populations so you can make unique offers for different consumer categories, targeting them in the channels that make sense and supporting your job-processing needs.

- Match client-supplied records without Social Security numbers to Social Security numbers on our database, maximizing querying capabilities
- Deploy accurate identification and matching of consumers in digital display channels to ensure offers are reaching intended audience
- Authenticate consumers when they apply from a display ad, delivering a customized experience every time and real-time decisioning for faster approvals

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“The study left me with two important new insights. First, each media channel is like an instrument in a symphony, with its own unique impact profile and role to play. Second, digital advertising provides value in its own right, but greater value when it's combined and properly sequenced with direct mail.”<sup>2</sup>

— **Elissa Moses**, Chief Executive Officer  
Ipsos Neuro & Behavioral Science Center of Excellence

### Maximize campaign performance and profitability

With the combined strengths of Experian's consumer credit data, data quality solutions and strategic omnichannel messaging, we take credit marketing to a whole new “amplified” level. And with faster, more efficient data integration and processing, you can target your leads more accurately, achieve better response rates and optimize your marketing spend.

To find out more about Amplified Prospecting, contact your local Experian sales representative or call 1 888 414 1120.

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### Industry-leading database management and match logic

To ensure your campaigns yield the best results for both client-supplied and extracted lists, we can:

- Use proprietary personal identification number (PIN) matching logic to ensure accurate consumer credit information is accessed, compiled, evaluated and delivered

<sup>1</sup> Study: *Digital-focused experiences drive loyalty*, David Kirkpatrick, February 15, 2017.  
<https://www.marketingdive.com/news/study-digital-focused-experiences-drive-loyalty/436197>

<sup>2</sup> *Direct Mail a 'Power Channel' in the Digital Age Study Finds*, Canada Post, November 16, 2016.  
<http://marketingmag.ca/sponsored/direct-mail-a-power-channel-in-the-digital-age-study-finds-186782>