

# iScreen<sup>SM</sup>

Target the right  
customers before  
you mail



Maximize profitability and your marketing dollars by sending preapproved offers to the right prospects at the right time.

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#### **Full-throttle efficiency**

iScreen<sup>SM</sup> from Experian is a fast, easy-to-use, comprehensive list-fulfillment tool that helps you increase sales profitability and maximize your marketing dollars. Save time and money by sending offers only to prospects who meet your credit risk threshold. By using iScreen to combine predictive generic or industry-specific credit risk models, credit criteria and demographics, you can target the right customers to accelerate your sales efforts.

#### **The right prospects, right now**

Prospects who meet your specific demographic and credit risk tolerance are like money in your pocket. They translate into potential customers with the greatest propensity to buy. With iScreen, you can access lists of these valuable prospects online, 24-7, via our secure Website. No additional hardware or software is required.

Locate prospects by using robust geographic selections, including:

- A ZIP Code<sup>TM</sup> radius select
- Manual input of specified ZIP<sup>®</sup> codes
- State-based selection with the ability to drill down by MSA, county, city and SCF code

Target predefined, industry-specific credit-based attributes, including:

- Number of open and current auto loans
- Aggregated balance of open mortgage accounts
- Age of most recent student loan
- Recently targeted and existing customers
- Industry-specific triggers to identify new tradelines and inquiries

### **Better process, better results**

Eliminating unqualified prospects and high-risk accounts from your list allows you to reduce the overall cost of direct-mail solicitations and reach the best prospects more efficiently. This highly accurate targeting process leads to better response rates and lower costs. With iScreen, you can monitor and analyze campaign results more accurately to better measure marketing return on investment. Targeting the best prospects before you mail will help you achieve the best results:

- Secure delivery method helps prevent unauthorized access
- Broad capability generates multiple lists within 24 hours
- Easy implementation and user setup lower potential training costs

### **Accurate data for precise decisions**

iScreen updates credit information twice a month, enabling you to choose the best prospects for your business needs. For your convenience, most orders are completed in 24 hours. You can feel confident that you are making a firm offer of credit to consumers who currently meet your credit and risk requirements.

### **Affordable and flexible**

With iScreen, you can base your marketing campaign decisions on need rather than budget. Traditional batch prescreens can be costly. iScreen solves this problem by providing a flexible, low-cost, pay-as-you-go structure.

Save time and money by using iScreen to target the right customers before you mail.

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