

# iScreen<sup>SM</sup>

## An efficient prospecting tool for your direct-mail campaigns

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Finding the right customers before mailing an offer is a real challenge. But we're here to help. With iScreen<sup>SM</sup>, you can quickly and easily target consumers who meet your qualifications, saving you time and money on direct-mail campaigns.

iScreen is a user-friendly, list-fulfillment tool you can use to increase sales profitability and maximize marketing spend. Simply input your credit risk criteria - which can include predictive generic or industry-specific risk models. iScreen then quickly searches for consumers who satisfy the credit criteria and any demographics specified. A list of prospects is then generated who met that criteria. This allows you to target only those customers who meet your risk threshold and to accelerate your sales effort.

By leveraging your specific demographic and credit risk criteria, you have access to potential customers who have the propensity to purchase. These lists are available online, 24/7, via our secure website. No additional spend on hardware or software is necessary to get started.

### Locate prospects using robust geographic selections:

- A ZIP Code<sup>TM</sup> radius select
- Manual input of specified ZIP<sup>TM</sup> codes
- State-based selection with the ability to drill down by Metropolitan Statistical Area (MSA), county, city and Sectional Center Facility (SCF) code

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

- 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.

### Accurate, affordable data for better results

Eliminating unqualified prospects from your list leads to better response rates and reduces the overall cost for direct-mail campaigns. iScreen allows you to monitor and analyze campaign results to accurately measure whether you are increasing your response rates, thus quantifying marketing return on investment and informing future campaigns. iScreen updates credit information twice a month, with order completion within 24 hours and secure delivery to prevent unauthorized access. Implementation and user setup is straightforward, and the intuitive system lowers typical training costs.

Target the best prospects prior to mailing, and base your marketing campaign decisions on need instead of budget. Unlike traditional, more costly batch prescreen options, iScreen is low-cost, offering a pay-as-you-go structure.

Use iScreen to save time and money 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.



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