

Bankcard segmentation services

Design the right offer for the right customer and grow your portfolio



Today's market offers a variety of credit card products to choose from. Understanding customer spending behavior and preferences can help lenders determine the best credit card offer.

A variety of preferences

When selecting a credit card, customers value different incentives. Some prefer to maintain a revolving balance on low-interest cards, while others are rewards-driven — spending more and frequently paying off their balance. There are customers with low credit utilization, as well as product-neutral customers who consistently spend and revolve across a variety of credit cards.

Given the number and types of cards available to customers today, offering relevant products based on personal preference can help organizations achieve their goals and increase profitability. To market and cross-sell card products effectively, lenders should segment customers based on their usage and behavior.

Determining the best offer

Experian's bankcard segmentation services include robust data and expert consulting to develop credit card marketing and acquisition strategies that will drive growth. In addition to matching each customer with the right card offer, designing effective segmentation strategies can increase take up rates and stimulate card use, leading to higher profitability.

Using a proven engagement model, Experian's consultants leverage a wide range of data assets and analytical techniques to design highly effective segmentation strategies and the optimal approach to identifying the best credit card offer for each consumer within a diverse customer base.

Our consulting engagement model features:

- **Client data capture:** Evaluate credit card portfolio performance by determining the performance window and analyzing the data within the specified time frame
- **Introduction of data assets:** Append additional Experian data and assets that identify customer credit card balances, limits, utilization ratios, estimated interest rates and trended behavior
- **Statistical evaluation:** Analyze and segment customers based on their selected usage and behavior
- **Strategy development:** Develop marketing strategies designed to offer the appropriate product to specific customer segments

- **Road map to success: Design a road map that prioritizes the different strategies created based on the expected outcome for each segment**

With an average of 20 years of industry experience, our consultants have the knowledge and expertise to ensure your prospects and customers are segmented based on preferences and usage — enabling you to optimize marketing results and increase profitability

Experian's Global Consulting Practice

Experian's business consultants provide clients with exceptional strategic credit risk-management insight, detailed enhancement opportunities and deployment strategies. They ensure consistency through deep business subject matter expertise, client familiarity and a proven client-engagement methodology.

Consultants build a strong partnership with clients at all levels to deliver a balanced portfolio of improvements and ensure that implementation plans are delivered and benefits are realized. Clients are fully equipped and empowered to enhance profitability and focus on their business.

Get the insight you need to grow your portfolio

To find out more about bankcard segmentation services, contact your Experian sales representative or call 1 888 414 1120.