



# Prescreen

Target your best credit prospects using industry-leading technology and data

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The best way to spend credit marketing dollars wisely? Target only the customers you want. With Prescreen, you control the criteria, risk threshold and results of your credit-based marketing campaigns. Experian's industry-leading database technology provides the freshest, most comprehensive consumer credit data to identify your best prospects, giving you the greatest return on your investment.

## Credit-based decisions using the market's freshest data

Experian's database updates credit information twice a week and provides turnaround in days. With fresh, accurate data, you can choose the best prospects for your business needs and avoid making preapproved offers to nonqualified consumers. Newly updated data, delivered quickly, allows you to make a firm offer of credit to consumers when they are most motivated to respond.

## Total customization and decisioning flexibility

Through a streamlined credit criteria selection process and leveraging the ability to make changes quickly, you can target the best consumers for your business needs.

Technical service representatives are available to help you isolate appropriate populations so you can design unique offers for different consumer categories and support your job processing needs.

## Maximize campaign performance and profitability

With faster data integration and processing, you can target leads more accurately and achieve better response rates. This reduces mailing costs and increases efficiency.

## Superior file linkage technology

Powered by sophisticated file linkage technology that retrieves all credit information for each consumer, Prescreen evaluates the prospects on your list based on your unique criteria. Table-based data storage allows Experian to gather each consumer's most comprehensive and accurate credit information quickly.

## Improve your list before processing begins

To ensure that your preapproved names produce the best results, Experian's Prescreen features a preprocessing program for both client-supplied and extracted lists that:

- Uses Experian's proprietary personal identification number matching logic to ensure accurate consumer credit information is accessed, compiled, evaluated and returned
- Eliminates duplicate names and records with invalid information
- Matches client-supplied records without Social Security numbers to Social Security numbers in our database, maximizing querying capabilities in the prescreen process
- Checks all names against several suppression files to eliminate consumers who do not want to be screened, are associated with unreliable addresses or are reported as deceased
- Eliminates records flagged for fraudulent or other

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questionable activity

### Experian's Prescreen makes targeting simpler

- **Customization** — Create criteria and attributes or choose from a predefined list to segment your prospective customers into targeted groups
- **Cost-effectiveness** — Maximize an inexpensive option for selecting the best prospects for your business
- **Efficiency** — Determine populations and assess criteria performance before executing a final list
- **Accuracy** — Benefit from Experian's reputation for reliability
- **Flexibility** — Run programs when you request them

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