

Credit Optics® Prescreen

It isn't easy to capture the attention of today's consumer—on average they are exposed to 2,900 marketing messages per day.¹ Are you sending product offers to the same people over and over and not seeing the returns you hoped for? If so, it is time to expand your prospect universe.

Many of the largest U.S. lenders who work with ID Analytics, across the financial services spectrum, are noting that marketing campaigns which rely solely on targeting consumers with prime credit bureau scores are realizing diminishing returns in the face of increased competition. With the same set of consumers identified again-and-again, most of whom aren't actively seeking credit, these lenders are reporting declining response rates and rising campaign costs.

It doesn't have to be that way. Several U.S. consumer segments who lack a prime bureau score possess similar creditworthiness to those with a prime bureau score. ID Analytics has observed that these underestimated consumers have a higher propensity to respond to credit offers.

To expand their universe of eligible prospects, institutions can broaden their perspective to include consumers who don't have a traditional credit score or are underestimated by traditional scoring models and credit-rising individuals that fly under the bureaus' radar. Identifying these consumers by examining modern credit responsibilities not typically captured in traditional credit assessments can provide a more complete picture of individual creditworthiness.

Maximize Your Prospect Universe, Minimize Risk

Since 2008, Credit Optics® has been a market leader in leveraging a combination of alternative and traditional data to identify applicants who have been underestimated or underrepresented by the national credit reporting agencies.

In response to an increasingly competitive marketplace, ID Analytics made significant infrastructure updates to offer Credit Optics Prescreen to help institutions uncover even more growth opportunities. The powerful, uncorrelated credit assessments of Credit Optics Full Spectrum are now available to lenders and service providers for prescreen marketing campaigns.

Credit Optics Prescreen is an FCRA-compliant credit score with predictive risk insights which deliver incremental insight on top of traditional credit scores. Credit Optics Prescreen has a unique risk perspective driven by the ID Network®, a repository of consumer behavior data from a wide range of industries.

By combining both traditional and alternative credit data, including telecommunications, online lending and credit card applications and associated performance, Credit Optics Prescreen delivers an assessment capable of adding value on top of existing prescreen credit assessments on nearly every U.S. consumer.



A Complete Picture of the Consumer

Alternative Data



Wireless/Cable/Utility
Monthly obligation & responsibility



Payday/Subprime Lending
Indication of financial responsibility



Online & Marketplace Lending
Indication of financial activity and responsibility

Traditional Data



Credit Cards
Utilization & responsible debt use



Auto Loans
Overall debt load

Powerfully Different Campaigns

Credit Optics® Prescreen is a universe expansion credit assessment tool that can extract additional growth from your prospect database.

Credit Optics Prescreen is optimally used in addition to the traditional credit assessments currently leveraged in marketing campaigns. By layering Credit Optics' insights on top of existing credit tools, lenders can gain an improved understanding of consumer credit risk, uncovering numerous risk-appropriate consumers currently overlooked in traditional credit assessments.

Credit Optics® Prescreen can Identify Creditworthy, Underserved Consumers		
	National Bureau No-Score Consumers	Creditworthy consumers who don't have a traditional credit score
	Marginal Consumers	Creditworthy consumers who may be underestimated by traditional credit assessments
	Credit-Rising Consumers	Soon-to-be creditworthy consumers whose improving risk profile may not be reflected in traditional credit assessments

Credit Optics Prescreen: Universe Expansion Evolved

Improve insight into credit risk today. Turn to Credit Optics Prescreen to unlock the potential of alternative data and drive more effective, efficient prescreen campaigns.

Improve Campaign Effectiveness Open More Accounts	Improve Campaign Efficiency Reduce Campaign Costs
<p>1 Increased Names Mailed Credit Optics Prescreen can improve campaign effectiveness by identifying more creditworthy consumers than solutions using only traditional credit assessments</p>	<p>1 Purchase Fewer Lists By identifying a broader range of targetable consumers, Credit Optics Prescreen can extract more value out of existing marketing assets, reducing the need to acquire additional extracts</p>
<p>2 Increased Response Rate Consumers overlooked by traditional assessments have lower access to credit, and have a higher propensity to respond</p>	<p>2 Optimize Products & Offers Through its predictive risk assessment, Credit Optics Prescreen assists enterprises in improving offer determination</p>

Contact us today at sales@idanalytics.com, 858-312-6200, or visit www.idanalytics.com.

¹Firesnap, <https://www.firesnap.net/blog/why-inbound-marketing-has-become-so-popular>, (accessed February 27, 2018).