

# Atlas Credit and Ascend Marketing™

## Delivering timely and personalized credit offers with fresher consumer data

Atlas Credit provides small-dollar personal loans with terms up to 12 months, focusing primarily on consumers with below-average credit. The company leveraged Experian's Ascend Marketing™ to improve delivery time to provide the right credit offers to the right consumers.

### Challenge

Atlas Credit was looking to deploy their marketing campaigns faster and deliver more personalized credit offers to consumers to achieve higher response rates.

While the company was initially relying on historical data sets to feed their models, they realized they needed timely data to accurately identify and target consumers who are in the market for credit. They sought a solution that would not only provide them with flexible access to this data, but also streamline their campaign processes and speed delivery time.

### Solution

Because Atlas Credit was already leveraging Experian's Ascend Intelligence Services™ to automate their underwriting, the company decided to further their partnership to enhance their prescreen efforts.

Atlas Credit implemented Experian's Ascend Marketing, a credit marketing and deployment engine that empowers marketing teams with the freshest, most comprehensive consumer credit data to seamlessly build, optimize and deploy marketing campaigns. By leveraging this innovative solution, Atlas Credit was able to reduce development and delivery time from weeks to days, allowing them to make credit offers to consumers when they're most motivated to respond.

Additionally, the company was able to advance their end-to-end marketing strategies by creating custom audiences, launching cross-channel campaigns and monitoring results in real time to improve future campaign performance.



**185% increase**  
new loan originations

**80% reduction**  
delivery lead time



### Results

Over the course of one year, Atlas Credit saw a 185 percent increase in new loan originations and an 80 percent reduction in delivery lead time on campaign results. Moreover, the company was able to manage all their marketing strategies, from creation to deployment, with one intuitive user interface, resulting in improved operational efficiency and reduced development time.

### Fuel your marketing campaigns with fresher consumer data

Ascend Marketing is a game-changing, one-stop shop for all your credit marketing strategies, empowering you with the freshest data and assets combined with the ability to develop and deploy intelligent marketing campaigns faster and more efficiently than ever before.

Learn more about how we can help you level up your marketing campaigns and grow your business. Contact your local Experian® representative or call 855 339 3990.