

Uncover hidden growth opportunities with Digital Prescreen

Acquiring new customers is crucial to growth, but so is nurturing your existing relationships.



80%
of consumers

said a positive digital experience gives them a more favorable view of the brand than a physical store experience.¹



23%
of consumers

said their expectations for digital experiences were met only somewhat or not at all.²



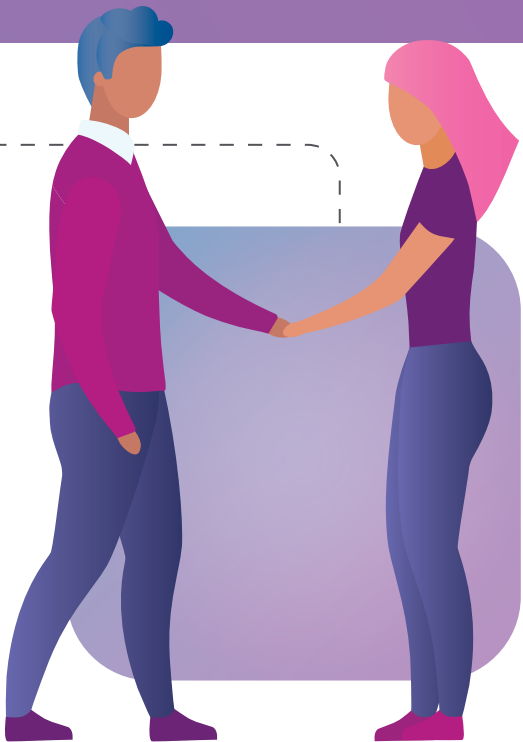
One bank identified more than **40,000 loans** its customers held with competing lenders, representing at least

\$466 million
in loan growth opportunity.³



Increase your wallet share and deepen customer relationships

With an end-to-end digital prescreen solution, you can uncover and capitalize on opportunities in your existing customer or member base. Some of the benefits of digital prescreen include:



Better targeted credit marketing campaigns

Automatically compare your current lending criteria and rates to a consumer's cost of debt held elsewhere to extend competitive and personalized refinancing offers.



Clear, straightforward credit offers

Present dollarized savings instead of percentages to make it easy for your customers or members to understand how much they would save by refinancing with you.



Modernized prescreen experiences

Deliver and represent prescreen offers conversationally* through your online and mobile banking platforms to expand campaign reach, improve digital engagement and increase customer satisfaction.

*An intelligent digital prescreen solution that leverages data, machine learning and conversational banking can start personalized conversations with users, creating an engaging digital banking experience.



Reduced costs for your customers and your business

By refinancing mispriced loans held by other lenders and extending firm offers through your digital banking channels, you can lower your customer's borrowing costs while simultaneously decreasing your marketing expenses.

To start growing your portfolio and customer relationships with digital prescreen, [visit us](#) today.

¹Global Insights Report: April 2022, Experian 2022.

²Ibid.

³Clear Mountain Bank Case Study, Experian, 2022.