

CHECKLIST: How to Target Your Best Credit Prospects



Regularly reviewing and updating your prospecting strategies allows you to target the right customers and make the most of your marketing spend.

Use this checklist to see if there are any potential gaps in your current initiatives and what you can do to improve them:



Leverage fresh consumer data

If you're running campaigns off of old data, you may be extending credit offers to consumers who are unqualified or not currently in the market for credit. To pinpoint and engage qualified prospects who are likely to respond, **it's crucial to have newly updated data informing your targeting strategies.**



Tailor credit offers to resonate with ideal customers

Providing consumers with enhanced personalization requires well-executed segmentation. By optimizing your lending criteria with comprehensive data sets, you can **strategically segment consumer groups based on their needs, behaviors and characteristics to create compelling, customer-centric credit offers.**

More than half of consumers say that their online spending has increased over the past three months!



Extend offers through digital channels

As consumers increase their online activity, **it's important to engage them where they are.** Instead of relying on traditional communication channels like direct mail, you will need to deliver and represent credit offers through digital channels like email, social media and online ads. This way, you can reinforce your messaging, **expand your reach and increase response rates.**



Deliver consistent experiences across all touchpoints

Are there multiple databases that you're looking to connect? Or do you want to target more precisely by seamlessly recognizing consumers across channels and devices? Either way, **having a single customer view that ties to a persistent ID is key to delivering cohesive and personalized omnichannel experiences.**

7 out of 10 consumers say it's important that businesses identify them online across multiple visits?



Receive updates on customers in real time

Whether it's buying a home or sending a child to college, **keeping up with your customers' life events helps you make strategic decisions to grow your relationships.** By receiving updates on your customers in real time, daily or in a specified timeframe, you can reach out at the right moment so you never miss an opportunity.



¹2022 Global Identity and Fraud Report, Experian, 2022.
²Ibid.

Experian's Prescreen empowers credit grantors with the freshest and most accurate industry data to effectively target consumers and deliver improved returns on investment.

To get started, contact your local Experian sales representative or call 1 888 414 1120 or read more at <https://www.experian.com/business/products/prescreen>

