

# TrueTrace™

Optimize your collections strategies with the most accurate consumer contact data available

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Finding past-due customers is challenging, but Experian® is here to help. We have combined and amplified the most up-to-date contact information available to help you increase right party contact (RPC) rates.

TrueTrace™ is our most powerful locating product. In addition to our core consumer credit database of more than 200 million consumers and 140 million households, TrueTrace also provides access to 100 million thin-file and underbanked consumers. This unique combination of information makes this solution the ultimate resource to help you locate past-due customers faster and more efficiently than ever before.

## TrueTrace helps boost your bottom line

- **Unique data sources:** Get access to our proprietary and exclusive data sources, including Clarity's alternative payday information and Experian® RentBureau® property management data.
- **Higher-quality data with target matching scores:** We have enhanced our processes to further evaluate the data quality based on source, age and most-recent updates and to return a confidence score indicating the likelihood it belongs to the consumer.
- **Increased RPC:** During testing, our data achieved a 10 percent lift in RPC over the competition.
- **Flexible formatting:** Reduce the cost of switching your internal or third-party software with the flexible and streamlined file-mapping capabilities of TrueTrace.
- **Accurate, up-to-date contact information:** TrueTrace is updated more frequently and by more sources than any other service of its kind.

## Experian's core design includes:

- Consumer name, best address, and landline and wireless telephone numbers
- Listed, unlisted and wireless numbers sourced from our File One<sup>SM</sup> consumer credit database and alternative data sources, such as payday lenders, property management companies and other self-reported entities
- The capability to have return landlines, mobile phones, or both
- Area code splits and updates
- ZIP + 4<sup>®</sup> coding
- The capability to dedupe addresses and phone numbers that were provided on input

## Flexible file delivery options

TrueTrace can be accessed in a batch format through a secure file-transfer method with standard input and output files available. It also allows for flexible file formatting, depending on your needs. Add the power of TrueTrace to optimize your collections strategies with the most accurate contact data available.

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



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