

## Prospect Navigator<sup>SM</sup>

Take control of your marketing campaigns

Effective prospect marketing is about making the right offer at the right time to the right consumer. Prospect Navigator<sup>SM</sup> helps you do precisely that. The robust, up-to-date shared database solution lets you transform the way you acquire, analyze and use consumer information to maximize results from your marketing campaigns.

### Reach new prospects quickly and effectively

Prospect Navigator is powered by Experian's market-leading relational database, providing fresh data, fast processing, robust analysis and powerful decisioning flexibility. Experian® developed this database, which is updated twice weekly, to help you improve prospect response rates and reduce adverse selection of non-creditworthy customers.

### Take control of your prospecting strategies

Prospect Navigator gives you the freedom to develop and refine campaign strategies by integrating business intelligence with knowledge from previous successful campaigns. Assess new markets, conduct trend analyses, run counts, test campaign strategies, and design and build new campaigns to acquire profitable customers — all directly from your desktop.

### Excel at efficient data management

With Prospect Navigator, you can target new customers more efficiently and reduce cost per new account by eliminating the need for in-house data storage. You also can integrate multiple vendors and eliminate the need for costly data feeds. Experian's shared prospect database tool provides accurate consumer data, integrated processes and powerful tools for end-to-end campaign management.

Increase return on investment with highly targeted and modeled campaigns, generate reports, and track performance to help identify and understand consumer behavior at a deeper level. Prospect Navigator helps you cultivate the right customer base and optimize profitability.

### Improve speed to market

Increase efficiency with mail-ready prospect names, refreshed twice weekly and delivered in just days. Realize the benefits of a relational database, offering better data integration so that you can work within your timeline and access only the data you need.

### Use in a business continuity plan

Implement Prospect Navigator as your ready-to-use backup plan and eliminate costly consequences should your primary prospect database or provider experience a failure. Enjoy the peace of mind that comes with having an effective secondary or disaster-preventive tool in place.

### FCRA-compliant

Experian's Prospect Navigator fully complies with the Fair Credit Reporting Act (FCRA). Our prescreening process is designed to meet FCRA standards by giving you only those consumers who meet your pre-established criteria.

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### Features

Prospect Navigator lets you grow a profitable consumer portfolio, take greater control of campaign planning, take advantage of unprecedented flexibility and access fresh data. Desktop tools allow you to develop and refine campaign strategies by integrating business intelligence with information from prior campaigns. Prospect Navigator is a strategic tool, providing leading-edge clients a platform to drive further success.

### Prospect Navigator can help you:

- Leverage the content of a hosted database for your marketing campaigns to query, trend, model, create and analyze your prospects.
- Fine-tune and manage multiple or complex strategies — such as Champion/Challenger testing and response tracking — on the fly, while incorporating best practices from previous campaigns.
- Lower your acquisition costs by using highly segmented campaign strategies.
- Achieve better targeting, powered by analytical tools, without a large capital outlay.

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