

Prescreen

Target your best credit prospects using industry-leading technology and data

The best way to spend credit marketing dollars wisely? Target only the customers you want. With Prescreen, you control the criteria, risk threshold and results of your credit-based marketing campaigns. Experian's industry-leading database technology provides the freshest, most comprehensive consumer credit data to identify your best prospects, giving you the greatest return on your investment.

Credit-based decisions using the market's freshest data

Experian's best-in-industry data, which feeds our Prescreen solutions, is also the freshest data. Our unique datasets make our products the most accurate available, updating twice a week to provide turnaround in days. With precise data, you can find and choose the optimum prospects and avoid making offers to nonqualified consumers.

Total customization and decisioning flexibility

You can effectively target high-value prospects by using a streamlined credit criteria selection process and the ability to make changes quickly. Business analysts are available to help you isolate appropriate populations so you can design unique offers for different consumer categories and support your job processing needs.

Maximize campaign performance and profitability



With faster data integration and processing, you can achieve better response rates. This reduces mailing costs and increases return on investment.

Prescreen

Superior file-linkage technology

Powered by sophisticated file-linkage capabilities to retrieve all consumer credit information, Prescreen evaluates your list's prospects based on your unique criteria. Table-based data storage allows Experian® to gather each consumer's most comprehensive and accurate credit information quickly.

Improve your list before processing begins

To ensure that your preapproved names produce the best results, Experian's Prescreen features a preprocessing program for both client-supplied and extracted lists that:

- Uses Experian's proprietary identity matching logic to ensure accurate consumer credit information is accessed, compiled, evaluated and returned
- Eliminates duplicate names and records with invalid information
- Matches client-supplied records without Social Security numbers to Social Security numbers in our database, maximizing prescreen querying capabilities
- Cross-checks suppression files to remove consumers who don't want to be screened, are associated with unreliable addresses or are reported as deceased.
- Eliminates records flagged for fraudulent or other questionable activity

To find out more about Experian Prescreen, please contact your Experian account executive or reach us at 1 855 339 3990.

Experian's Prescreen makes targeting simpler



Comprehensive – Our unique datasets that are refreshed twice weekly make our prescreen products the most accurate available.



Customizable – Select criteria and attributes or choose from a predefined list to segment prospective customers into targeted groups.



Efficient – Determine populations and assess criteria performance before executing final list.



Flexible – We can run programs when you request them.



Cost-effective – Efficient campaigns that reach the highest number of qualified prospects have the greatest ROI.