

Optimizing your prescreen marketing strategy

Although we're living in a digital era, direct mail continues to be an effective way to drive acquisitions and portfolio growth.



84%

of financial services marketers believe that direct mail provides the best ROI of all channels.

Yet many businesses face challenges with creating compelling offers, resulting in poor response rates.¹

To increase conversion rates, businesses must identify and target creditworthy prospects who are likely to respond — hitting the marketing trifecta: the right offer to the right customer at the right time.



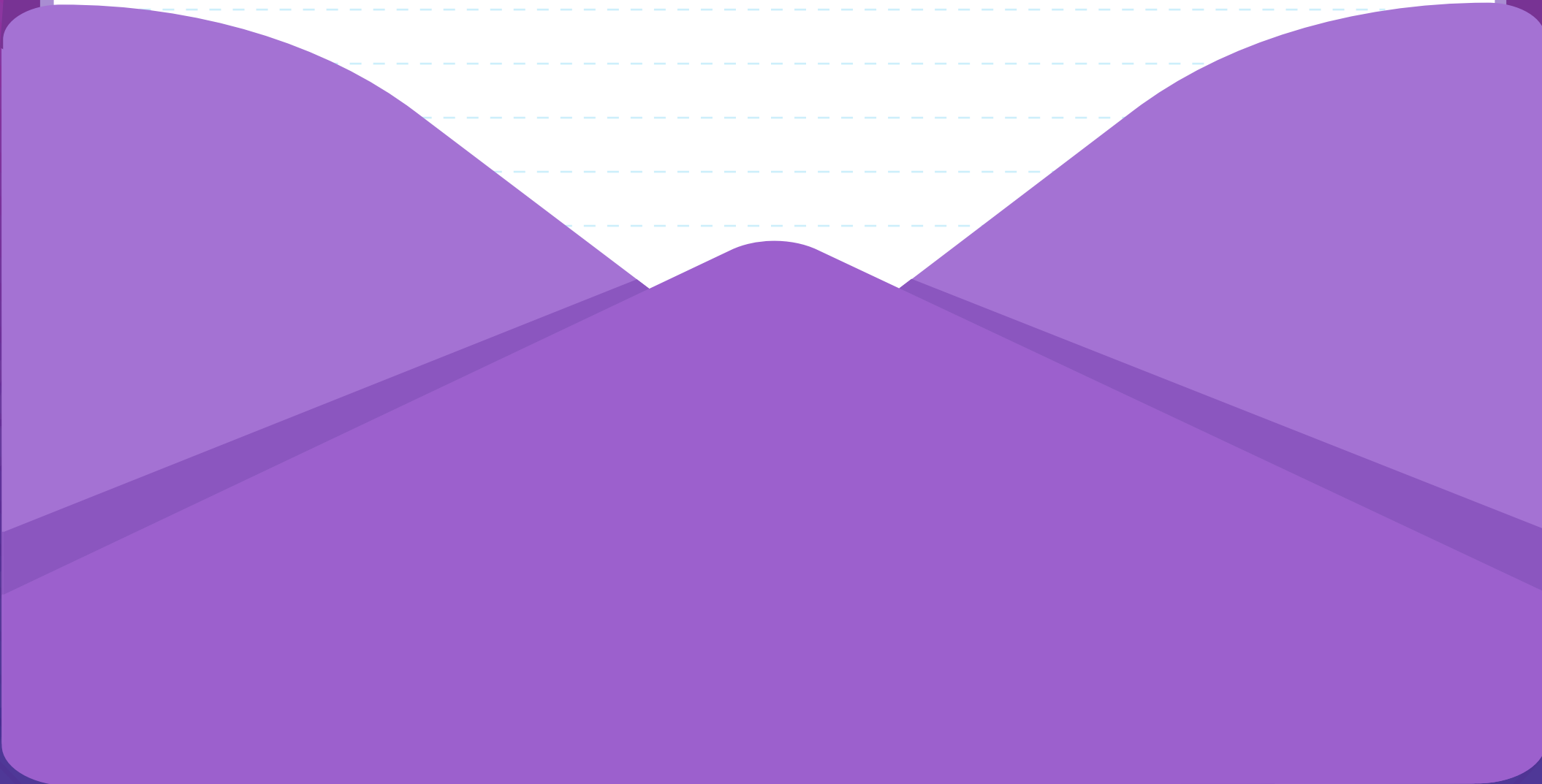
SOURCE

¹ The 2023 State of Direct Mail Report, LoB.



An optimized prescreen strategy, powered by comprehensive datasets, advanced algorithms and predictive models, can offer a strategic advantage in this space, enabling precise and impactful targeting.

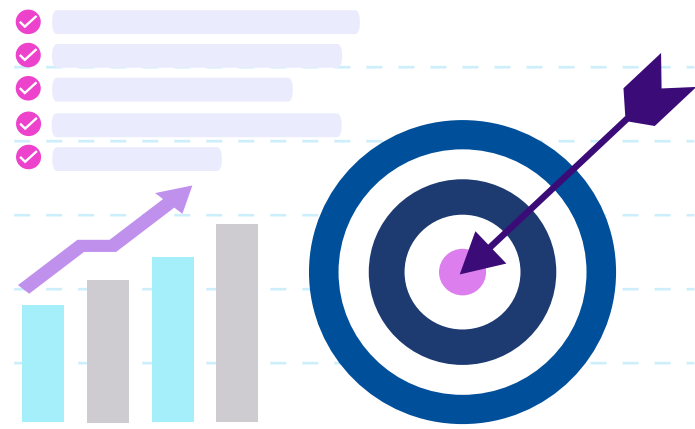
Let's explore how an optimized strategy can take your direct mail campaigns to the next level.





Target the right consumers

Best-in-class data, including trended and alternative datasets, and highly predictive machine learning response models can help identify potential customers who are credit-active and fall within your credit criteria.



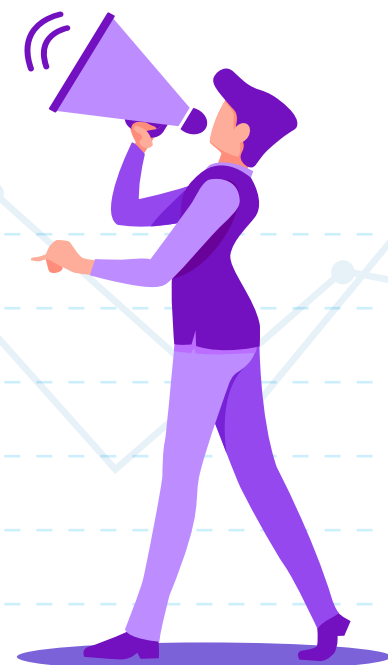
This targeted approach ensures you're mailing to those more likely to respond, resulting in reduced costs, higher conversion rates and a stronger bottom line.



Increase marketing ROI

Without an informed decision strategy, you may be wasting resources marketing to consumers who won't respond. Leveraging predictive models and optimized decision strategies to determine the right prospects to mail to ensures your marketing dollars are spent wisely.

An optimized prescreen strategy also accounts for your operating constraints, such as marketing budget, resources and regulatory restrictions.



Deliver a personalized experience

Layering a response model with a mathematically optimized strategy helps you calculate the impact of your offer on each consumer simultaneously.

As a result, your offers will resonate with consumers that are more likely to respond, leading to higher conversion rates and a stronger connection between your brand and the consumer.





Ensure compliance

Adhering to industry regulations and consumer privacy standards is always a top concern.

The ability to understand what contributed most to a decision and to explain your lending practices to regulators is a top priority, which is why working with a partner who assists in regulatory compliance documentation is crucial.





Ready to optimize your prescreen marketing outreach?

Experian's optimized prescreen solutions can help you effectively target your best prospects to improve your response rates and increase revenue.

Ready to get started? [Contact us](#) today.

