

Experian Best Contact

Find the consumers you need, including those others may miss

The skip tracing gap

Contact data goes stale the moment it's collected. Consumers move, change numbers and drop carriers, often before an account is ever worked. Standard bureau sources compound the problem: thin-file and underbanked accounts have little in a traditional credit file to contact them with.

The identity graph behind Best Contact

2.4 billion

distinct identity records across our Ascend Identity Services™ graph.

Getting to a right-party contact requires more than more dials. It requires locating the consumer with confidence, regardless of how complete the input record is or whether they appear in a traditional credit file.

Reaching the right person

Best Contact appends the most accurate available address, phone and email for each consumer, drawing on Ascend Identity Services, our proprietary identity graph built from credit, alternative data and self-reported sources.

Designed to help



Locate thin-file and hard-to-find accounts

Contact data for 100+ million thin-file and underbanked consumers, sourced from alternative financial services and property management records that traditional bureau files don't reach.



Access email at scale

1.9 billion emails for 150+ million individuals, with the best active and deliverable address per consumer returned in a single request.



Match on incomplete identity

Our cloud-based probabilistic identity graph returns accurate contact data even when SSN or date of birth are unknown.

Ascend Identity Services: the data engine behind Best Contact

Best Contact draws on Ascend Identity Services, our proprietary identity graph. It combines nearly 2.4 billion distinct records from our core credit database, alternative financial services data, property management sources and self-reported entities, then applies a cloud-based probabilistic matching model to surface the most accurate contact available, even for accounts with incomplete input data.

One identify graph for all of your contact needs

Best Contact surfaces the most accurate contact available for every account you're working, including the consumers your current sources can't find.

Data coverage includes:



Consumer name, best address, plus landline and wireless phone numbers



Best active and deliverable email address, appended in the same request



National Change of Address (NCOA) link for postal address updates¹



Confidence scores on every match, with deduplication against input records



Clarity alternative financial services records



Experian® RentBureau® property management data



Available via batch file transfer or real-time delivery

Find the consumer.
Connect with confidence.

Contact your Experian account executive or visit

<https://www.experian.com/business/contact-us>.

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