

Experian Prescreen Manager

Build better audiences yourself. Launch faster. Spend smarter.

Long turnaround times, operational back-and-forth, and limited control can slow prescreen campaigns down and make it harder for lenders to act on market opportunities when timing matters. As marketing costs rise and teams stay lean, financial institutions need a faster, easier way to build and launch precise prescreen audiences.

Experian Prescreen Manager gives teams more direct control over how audiences are built, refined, and launched. Powered by Experian data, it helps institutions create credit-ready audiences using their own criteria and Experian's scores, models, and attributes, so they can improve precision, reduce friction, and keep campaigns moving.

What you can do

-  Build your own audiences with more direct control over targeting and execution
-  Make changes as strategy evolves without waiting on another team
-  Use prebuilt templates for credit cards, auto loans, personal loans, and mortgages
-  Save drafts, clone prior programs, and reuse work across campaigns
-  Apply Experian attributes, view counts, and refine criteria before generating the final prescreen list
-  Incorporate your own customer or prospect data alongside Experian data
-  Access thousands of scores, models, and attributes to shape more effective audiences

How it works

Experian generates the prescreen based on your input list or audience criteria, including existing customers, prospect files from outside sources, or prescreen populations extracted from Experian's database using noncredit demographics or other criteria to create an initial audience. Users can then apply attributes, review counts, refine targeting, and generate a final list of creditworthy consumers for firm offer of credit campaigns, with email append helping enhance customer records with accurate, validated email addresses to expand reach and support more efficient multichannel execution.

Why Experian

Experian combines quality credit data, strong file-linkage capabilities, and flexible audience controls in a self-service environment built for prescreen execution. The result is a faster, more controlled way to launch firm offers of credit with sharper targeting, less operational friction, and greater confidence in audience quality.

Business value

Prescreen Manager helps financial institutions

- Improve audience quality
- Reduce operational friction
- Launch campaigns faster
- Maintain greater control over strategy and execution
- Make marketing spend work harder

With Prescreen Manager, you do not have to wait on traditional batch schedules to launch precise firm-offer campaigns. You can build better audiences yourself, move faster, and keep every campaign working harder.

Contact your Experian account executive to learn more or call 1 800 930 9095.