

# Instant Prescreen

Upsell or cross-sell customers in real time, while they're engaged.

Today's consumers are bombarded with marketing messages. Digital marketing experts estimate Americans receive as many as 10,000 marketing impressions a day\*. As lenders compete for consumer attention, extending an upsell or cross-sell opportunity while interacting with the consumer can increase marketing conversion. Knowing instantly if a consumer qualifies for your lending products can be an invaluable tool for closing them while they're engaged in person, on the phone, online or through your app.

## Maximize opportunities with instant credit decisions

With Experian's Instant Prescreen, you can quickly extend preapproved credit offers to qualified existing or prospective customers during a direct interaction. Our FCRA-compliant tool will screen consumers based on your lending criteria and alert you to what they qualify for.

For example, a consumer visits your branch to open a checking account, and while you're gathering information to open the account, you can initiate an Instant Prescreen request to see if the consumer qualifies for overdraft protection, a credit card, or an auto or home equity loan.

If the request is approved, you can make the offer to the customer immediately. Instead of asking consumers to apply with uncertain results, you can now provide immediate access to a broad range of loan products to someone who's already qualified.



### Benefits

Instant Prescreen is flexible, fluid and allows you to:

- Engage consumers whenever, wherever they are in contact with:
  - Branch/retail establishment
  - Website or app
  - Inbound/outbound call centers
- Present a prequalified offer when the consumer is engaged and/or in the market to buy.
- Access an ongoing source of new loan acquisitions.
- Make changes quickly to meet changes in the marketplace or as a response to competition.



10K Average number of marketing impressions consumers are exposed to daily

## Easy delivery access

Implementing Instant Prescreen is quick and straightforward. Whenever you're in contact with a prospect, simply enter their identifying information into Experian's Instant Prescreen. If the prospect meets your criteria, the system will respond with "yes" and you can make your preapproved offers of credit instantly, at the point of contact.

Multiple access options are available, including:

- Experian's web-enabled interface
- Key partner platforms
- API connection to Experian's decisioning ecosystem

## Improve response with immediate offers

Want to boost account openings cost-effectively? Instant Prescreen helps you:

- Raise overall acceptance rate with preapproved credit offers at the point of engagement.
- Retain your customer base by increasing the quantity of products per customer.
- Lower the cost per account booked, compared to traditional mail.
- Budget effectively as it requires limited internal client resources and you pay per transaction only.

## Real-time prescreening

Traditional preapproved credit mailers can take six to eight weeks to reach the consumer following the initial credit screen — and there's every chance that offer ends up in the recycling bin without being seen. Instant Prescreen can increase your new account acquisitions by performing the preapproval process in seconds while you have their captive attention.

## The Experian difference

Experian's decisioning ecosystem provides you with flexible access to data, attributes, scores and information to make better mission-critical decisions not only while prospecting but across the customer lifecycle.

To find out more about Instant Prescreen, contact your Experian sales representative or call 1 855 339 3990.