

Secured credit card and partially secured loan attributes

Get a more granular view of credit-building consumers

As your organization continually explores new ways to grow, we can help by providing innovative analytics tools. Our newest set of credit attributes, a direct expansion of the Premier AttributesSM 1.3 set, is designed to help you better understand consumer credit building behavior. Developed using our proven methodology and consistent framework, this attribute set focuses specifically on secured credit cards and partially secured loans.

Background

Expanding your lending universe is critical to revenue and profitability, however, identifying consumers with credit-building behavior can be tricky. Standard credit attributes provide a more granular view into aspects of consumer behavior on various types of trades. Until now, attributes that focus on understanding consumers with secured credit cards or partially secured loans were not available.

Experian has developed attributes for these two specific industries so you can evaluate consumer credit behavior more effectively.

Staying ahead of market changes

Our attributes follow a consistent cadence of new and special releases to align with the latest industry needs and availability of data elements. Our analytics team conducted extensive analyses which resulted in the development of these new attributes.

These attributes follow the same methodology and framework used for development of our industry-leading Premier Attributes. They are designed to help you understand the behavior of consumers who are actively building or rebuilding their credit.

We've designed every attribute to fully leverage available credit data, providing unsurpassed decisioning and precision. The result is sophisticated attributes that are aligned with the latest industry trends and provide you with unique consumer views at a more granular level.

Overview

Understanding the behavior of consumers who are building credit is essential to managing risk and implementing effective customer management strategies.

These attributes can be used across the customer lifecycle and enable you to:

- Identify consumers who are newcomers or may be rebuilding their credit
- Better segment the risk in the population
- Identify consumers who are more likely to default in order to implement proactive risk management strategies
- Design effective targeting and marketing strategies
- Make more personalized cross-sell and account management decisions

Attribute details

New attributes

- 32 Attributes

Attribute concepts

- Trade counts
- Total balance
- Maximum credit amount
- Age of oldest and most recent trades opened
- Number of months since most recent payment reported
- Delinquent and derogatory behavior

Take your decisioning to the next level

Contact your Experian sales representative today or call 1 888 727 8330.