

LexisNexis® *Emerging Prospect Score*

Determine the best prospects for your Invitation to Apply mail campaigns.

Grow your new customer market with confidence.

In today's saturated market, finding new segmentation strategies such as determining a cutoff point for your mailings can help target your invitation to apply (ITA) campaigns more effectively. But how do you identify which individuals should receive your ITA offers and which shouldn't?

LexisNexis® *Emerging Prospect Score* uses data that assigns each prospect a score. This score identifies the best prospects to maximize your marketing dollars. Our premium data, for over 400 million individuals, is derived from census data, public records, household-level demographics, lifestyle and relative information.

Fine-tune your Invitation to Apply marketing campaigns.

By accurately scoring these prospects, you can efficiently and effectively target your campaign offers to ultimately identify and acquire profitable new customers. *Emerging Prospect Score* will enable you to streamline your mailing lists and improve your conversion rate. That adds up to a much greater **ROI – Return on Information**.

See the reverse side for a special test offer!

Contact your LexisNexis® Direct Marketing Solutions Representative for more information:
Call: 1-800-347-9267
Visit: www.lexisnexis.com/dm



Note: *Emerging Prospect Score* cannot be used for determining a consumer's eligibility for credit or insurance, or for extending firm credit offers.

ROI: RETURN ON INFORMATION SOLUTIONS

Customer
Development

Authentication
& Screening

Fraud
Prevention

Collections
Management



LexisNexis®

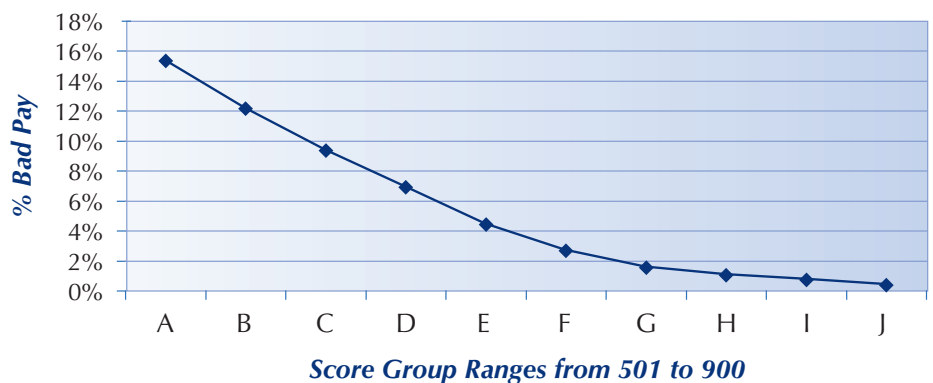
LexisNexis® *Emerging Prospect Score*

Expand your universe of prospects using non-credit bureau data.

The data used by *Emerging Prospect Score* comes from over 10,000 sources of public records and proprietary data sources that include relatives, rent, utility, bankruptcy, criminal records, neighborhood and much more.

Using this non-FCRA data, we develop a three-digit score for each prospect. The bottom line: You'll be able to market accurately and efficiently to thousands of potential prospects.

Emerging Prospect Score Increases ITA Campaign Efficiency



SPECIAL OFFER: TRY *EMERGING PROSPECT SCORE*. THEN COMPARE.

We invite you to submit your own mailing list from one of last year's campaigns. Submit the bad payers separately. We'll run your list against *Emerging Prospect Score* to show you how our scoring product can target your best prospects, while avoiding problematic ones. The test is free, so let's get started today!

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For complete terms and conditions, visit www.risk.lexisnexis.com.

LexisNexis® Risk & Information Analytics Group

Drawing on the distinguished 30-year reputation of LexisNexis® products and services, LexisNexis® Risk & Information Analytics Group solutions are a trusted source of actionable information that enables customers – including Fortune 500 companies – to minimize the risks associated with conducting business transactions with our partners, vendors, associates and clients.

LexisNexis® Risk & Information Analytics Group builds upon this expertise. We help you generate profitable revenue streams by locating and qualifying customers through efficient marketing.