LexisNexis RISK SOLUTIONS

Optimize marketing outcomes with advanced fraud suppression tools

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Streamline your customer acquisition process by identifying risky prospects at the top of the funnel.

The risks for fraud are escalating as the economy undergoes digital transformation. How can you exceed client expectations while avoiding fraud and institutional risk?

LexisNexis® Lead Integrity Attributes can help you identify the risks associated with your prospects' addresses, as well as other suspicious or problematic data associated with their identity. By accessing these insights early in the customer acquisition stage, you can suppress identities who pose a high fraud or institutional risk.

Fine tune your prospects with an advanced fraud suppression tool

LexisNexis® Lead Integrity Attributes delivers unique consumer attributes and powerful advanced analytics to help you create detailed identity profiles that facilitate in-depth fraud and institutional risk assessment.

Gain detailed insights about potential prospects to:

Identify high fraud and institutional risk

Prevent fraud at the top of the funnel

Reduce marketing costs by avoiding unreliable prospects

Filter for fraud before developing your marketing plan

Avoid pursuing illegitimate leads that pose a high fraud risk.
Filter prospects using more than 300 profile attributes
in the following categories:

- *Identity Fraud Risk Attributes*
- *SSN Attributes*
- *First Degree Relative and Associate Attributes*
- *Characteristics of Input Address*
- *Characteristics of Current and Previous Addresses*
- *Differences between Input Address and Current Address*
- *Differences between Current Address and Previous Address*
- *Frequent Address Change*
- *Phone and High Risk Address Attributes*
- *Estimated Property and Asset Information*
- *Derogatory and Non-Derogatory Public Records*
- *Public Record Search Attributes*
- *Education Attributes*
- *Non-Prime Credit Solicitation Attributes*

Reduce marketing costs and increase profits

Eliminate the marketing costs and application processing expenses associated with high-risk identities while driving improved marketing outcomes.

Capture higher ROI with LexisNexis® Lead Integrity Attributes fraud suppression tools.

Contact your LexisNexis® Risk Solutions representative to learn more:

Contact us at 866.528.0780 or visit risk.lexisnexis.com/products/lead-integrity-attributes

LexisNexis®
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About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit LexisNexis Risk Solutions and RELX.