

LexisNexis® RiskView™ List Generation

# Increase acquisition rates and expand your share of consumer market segments

**The race for new, profitable customers continues to escalate. But traditional credit data can only take you so far.**

You're under growing pressure to increase market share and maximize the ROI of your pre-screen campaigns, but only evaluating consumers using traditional credit insights may leave you fighting for a small share of an already over-saturated market segment.

How can you outcompete the competition? Do you have the robust view of consumer credit you need to go deeper into the credit spectrum

to identify new, qualified prospects who align with your business goals?

To win, you need to see the opportunities others are missing. Your long-term growth and sustainability depend on your ability to tap into new emerging consumer populations while increasing share of existing prospect segments. LexisNexis® RiskView™ List Generation uses industry-leading alternative data insights to deliver actionable prospect lists — enabling you to identify and target a larger pool of consumers, increase acquisition rates and expand market share.

**Customize pre-screen offers to reach the right consumer at the right time with the right offer.**

By providing a broader perspective on consumer creditworthiness, RiskView List Generation helps you optimize pre-screen marketing outcomes. Gain access to new data on existing targets that can help further segment your marketing universe and improve profitability. Identify and target over 50 million emerging consumers with no-hit and thin-file credit histories. This market is largely made up of younger generations and recent immigrants who could represent significant growth opportunities with high lifetime value. With enhanced targeting abilities, you can augment your approach to pre-screen marketing to reach the right consumers at the right time with highly competitive offers.

**Enhance pre-screen marketing efforts with a fresh perspective on no-file to full-file consumers**



Optimize pre-screen campaign performance



Identify and target emerging consumers



Refine existing target segmentation to increase response rates



Build greater market share and improve profitability



Support financial inclusion efforts



Build brand affinity and loyalty among emerging markets

### Select the right approach to building outreach lists based on your business needs

#### Anonymized Prospect List:

A robust list of anonymous consumer profiles that you can filter by applying your own analytics to determine which targets best fit your marketing strategy. Once you've determined the strongest targets, LexisNexis® Risk Solutions will quickly fulfill your request by delivering an actionable prospect list.

#### Filtered Extract List:

LexisNexis® Risk Solutions creates a filtered list of prospects identified according to your predetermined parameters. We can deliver this list to a third-party processor on your behalf. You have the option to market to the entire list or to target prospects based on geography, LexisNexis® RiskView™ Optics or RiskView™ Spectrum scores, a custom score, attribute(s) or a combination of characteristics.



#### Gain a competitive advantage with RiskView List Generation:

More effectively target a larger audience of creditworthy consumers using specific parameters.

### Accelerate acquisition with a rich view of prospects

RiskView List Generation draws on an expanded view of consumer credit data across full-file, thin-file and no-file populations that goes beyond what traditional sources can provide to identify underestimated and underserved prospects.

Help your business target a wider audience for pre-screen campaigns. Reach emerging consumer segments and redefine your position in existing markets by improving the effectiveness of your marketing strategy with RiskView List Generation.



#### Expand your prospect pool and select the best targets so you can grow with confidence

Ready to start refining your approach to prescreening prospects with RiskView List Generation?

Contact your LexisNexis® Risk Solutions representative to learn more:  
866.528.0780 | [risk.lexisnexis.com/riskviewlistgeneration](https://risk.lexisnexis.com/riskviewlistgeneration)

#### About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. 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 [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).