Automotive Services

Tools for dealers, lenders and industry service providers that drive profitable results in today’s economy
Reach the right prospects

Automotive solutions that profitably grow your business:

- Identify high propensity consumers
- Offer the right model to the right customer
- Verify income and employment
- Fraud mitigation
- Leverage industry-specific scores
- Reduce fraud

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<th>Marketing</th>
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<td>Prioritizing leads and targeting the right consumers for the brand and model are essential to optimizing your sales and operations. Our marketing suite helps you better understand and sell to auto shoppers across all channels and keep abreast of their changing financial situation:</td>
<td>Underwriting loans requires a skillful balancing act of conducting comprehensive due diligence while streamlining the process for cost-efficiencies:</td>
<td>Analysis of key segments on a day-to-day basis provides actionable insights for early treatment of troubled accounts. Our account management toolset helps you keep pace with the ever-changing dynamics in your portfolio:</td>
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<td>- Financial capacity measures to assist with lead prioritization and multi-channel targeting</td>
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<td>- True-In-Market Propensity (TIP) Scores™</td>
<td>- Red Flag and OFAC compliance</td>
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New insights to enhance auto marketing and differentiate customers

With Equifax’s auto marketing solutions, dealers, service providers, and OEMs can gain insight on households’ estimated financial capacity, utilize real-time tactical applications at the point-of-sale to better understand and sell to auto shoppers, understand website traffic, and power cross-channel advertising.

Equifax’s auto marketing solutions are offered by IXI Services, a division of Equifax, and were developed for use in non-FCRA applications. These solutions are founded on insights derived from IXI Services’ proprietary database of approximately $12 trillion in anonymous, aggregated measured consumer assets collected from the nation’s leading financial services firms, as well as Equifax’s extensive credit data which represents nearly 100% of all active credit consumers.

*Note: The products described on this page were not developed or intended to be used for the extension of credit to any individual, nor may they be used for purposes of determining an individual’s creditworthiness or for any other purpose contemplated under the Fair Credit Reporting Act, 15 U.S.C. § 1681 et seq.

**Enhance marketing**

**Prioritize leads, inform marketing, and target the right consumers for the brand and model**

- **Differentiate consumers:** Leverage estimated household financial measures (total income, spending, likely intent to buy) to prioritize leads coming in through online forms, emails, and calls. Focus marketing efforts to identify and reach your optimal customers via direct mail, email, online, mobile, and TV.

**Speed sales with real-time consumer insights at the point-of-sale**

- **Empower your team:** Empower showroom salespeople, call centers, and online representatives to know what vehicle or package to offer consumers based on real-time insight on shoppers’ likely financial position. Our cloud-based, easy-to-use Household Decisions™ tool requires no support from IT.

**Analyze website visitors and reach the right audience online**

- **Optimize your online efforts:** Understand who is viewing your ads and website based on shoppers’ estimated financial capacity, and optimize your website for more conversions. Plus, power online ad campaigns with targeting segments to reach more visitors that are likely to be a good fit for your inventory.
Introducing Equifax True-In-Market Propensity (TIP) Scores

Traditional prescreen tools help you spot qualified consumers based on credit TIP Scores™ show you their propensity to actually open an account, along with their likelihood of defaulting. It's your new competitive advantage in the race for new business.

Make a great offer to a consumer with a higher propensity to open an auto loan, and you're more likely to win their business. The problem is, pinpointing this prized audience has been nearly impossible—until now. TIP Scores can help you identify individuals who are showing behaviors of being in the market for the auto loan products you’re offering. TIP Scores leverage credit file attributes to identify in-the-market consumers even before an auto loan inquiry appears.

Using proprietary Equifax credit risk data and advanced analytics, our TIP Scores can identify lower risk accounts with higher open rates to help you:

- Target customers who are most interested in your offers
- Tailor your campaigns to your desired audience
- Strengthen offers by mailing only those who are more likely to open a new account
- Effectively promote different products to segmented audiences by using bad rates or open rates as identifiers

TargetPoint® Triggers

Gain a competitive edge by quickly identifying new prospects and existing customers who may be in the market for a vehicle purchase. TargetPoint Triggers are an intuitive prescreen service that enables you to quickly identify new sales opportunities, both prospects and in existing books of business to drive incremental revenue.

- Gain the insight you need to respond quickly to consumer trends.
- Quickly identify consumers with “in-market” behaviors.
- Overlay True In-Market Propensity (TIP) Scores to potentially find consumers most interested in your product. Consistent, refined risk definitions across models and products.

These event-based credit triggers pinpoint consumers with indicators for items such as:

- Increased credit activity
- Recent inquiries on a new line of credit
- Approaching final payments on a loan
- Address changes

Drive an increase in your marketing response rates by identifying consumers who are showing both propensity and in-the-market credit activity to open an auto account.
Verify income & employment

Instant verified income and employment - 24/7

Leveraging The Work Number® database, Equifax is the largest provider of income and employment information. Our service rapidly verifies current employment and income online to improve loan decisioning and reduce default risk.

The Work Number maintains current employment information on more than 55 million consumers, contributed directly from over 3,000 employers nationwide and is updated every time those employers process payroll. Our database also includes over 175 million historical payroll records, enabling you to see established employment patterns across your applicants. Searchable by SSN, The Work Number database delivers critical information for instant stipulation clearance or on-the-spot financing decisions. It enables you to evaluate re-emerging consumers on more than a credit score alone, and lend to a wider range of applicants with confidence. For employment information not available instantly, our team of verification specialists fulfills employment verifications on your behalf in just days. For additional transparency into household income on both employed and self-employed borrowers, Equifax offers a suite of income solutions that rapidly vet the consumer’s ability to pay: IRS tax transcript, annualized income, and personal income models are just a few.

**VERIFICATION SERVICES**

- Instant Verification of Employment and Income (The Work Number®)
- Researched/Manual Verification of Employment and Income
- IRS Income Verification (4506-T)
- SSA Identity Authentication
- Verification of Auto Insurance
- Verification of Address/Rent

**Why Verify Income?**

*In a recent research study, Equifax found that almost 34% of funded auto loan borrowers overstated their incomes by 15% or more. Auto loans where the borrower has overstated their income have a 4x higher likelihood of default than loans underwritten using verified income.*
Leverage Industry Leading Fraud Mitigation Solutions

Growing reliance on instant automotive loan approvals to boost revenues are presenting new and greater opportunities for fast-evolving fraudsters. The first step to closing the front door to fraud is confirming who is driving away with your vehicle.

To help you quickly recognize and stop more types of fraud, Equifax offers a suite of fraud screening, verification and identity proofing solutions that help ensure the person who is buying the loan is the same person who is driving away.

Leverage the power of industry-leading data that includes credit, employment, income, demographic and other differentiated data sources. Likewise, you can combine that data with our advanced analytics and software to build a comprehensive, robust fraud strategy that helps you:

- Reduce fraud and improve compliance
- Improve the consumer and dealer experience
- Automate fraud processes to maximize efficiency in loan underwriting

Don't be fooled by fake identities

The crucial first step in combating auto application fraud is to scrutinize the identity's components such as name, address, Social Security number (SSN) and telephone number. Are they accurate, or are there obvious discrepancies? What is known from existing records about portions of the identity? Ultimately, your goal is to ensure you know the identity of the person applying for the car loan.

Equifax can help you:

- Confirm the identity on the loan is the person driving the car.
- Confirm that an SSN belongs to an applicant to help reduce the risk of loss caused by fake identities.

Protect against stolen identities

Proactive strategies to help you reduce fraud

Identity theft is a growing problem, made worse by indirect transaction channels that rely on dealers to keep up with sophisticated fraudsters. Empower your underwriters with knowledge-based authentication (KBA) to identify consumers who aren’t who they say they are. By employing sophisticated questions, you can quickly make the decision on whether a consumer should drive off with your auto loan.

In addition, our solutions can help you monitor “identities-in-play” across dozens of industries and thousands of institutions, to find suspicious activity that any single institution couldn’t see on their own.

Synthetic identity fraud is committed by combining both real and fake identifying information to create a fictitious identity. True-name fraud involves the identity theft of an actual person's true information.

For more information, go to www.Equifax.com/automotive
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