IXI Services Overview for Financial Services

Multi-dimensional financial and economic insights for firms targeting U.S. investors and consumers.

Financial and economic insight for every U.S. household

IXI™ Services enables its clients to differentiate and target consumer households and neighborhoods based on proprietary measures of wealth, income, spending capacity, credit, risk, share-of-wallet, and share-of-market.

Using multi-dimensional financial and economic insights including anonymous direct-measured assets as the foundation of our targeting, scoring, segmentation, and market analysis solutions, we provide marketing, sales, and risk teams with powerful insights about their customers, prospects, and target markets.

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For over 20 years, we have helped our clients achieve unmatched ROI in marketing and selling programs, assess risk, increase productivity, and gain more loyal relationships with customers. As a division of Equifax, IXI Services offers solutions that compliment Equifax’s suite of differentiated data and decisioning tools to offer clients even deeper consumer insights to address their business challenges.

The foundation of our solutions: Multi-dimensional financial insights including measured assets

Our Wallet of America solution development foundation enables us to offer our clients multi-dimensional market and household insights based on a complete view of the financial and economic position within their target geographies and customer households. By integrating a range of data, including direct-measured anonymous...
assets, estimates of income and spending, aggregated credit, and additional economic factors, the Wallet of America offers firms a more comprehensive picture of the household wallet and the factors that influence financial and economic behaviors so decision-makers can gain the insights they need to improve sales and marketing efforts, assess risk, and grow their businesses.

Through IXI►Net™, our exclusive network of more than 95 leading U.S. financial institutions, IXI Services directly measures approximately $11 trillion in anonymous U.S. consumer assets and investments, comprising over 43% of all U.S. invested assets. We combine our patented process for collecting and classifying anonymized consumer asset data with additional proprietary measures of income, spending, aggregated credit, and economic indicators to offer firms a complete view of their target markets and customer segments.

Only IXI►Net Member-Firms can gain access to our proprietary asset data and solutions. Derivative solutions which leverage our household segmentation and targeting expertise are available to all firms.

Wealth and spending matter

Today’s economic reality means that consumers have adopted new financial and economic decision criteria to determine their lifestyles – from investments to household purchases to meeting their financial obligations.

That’s why wealth and spending matter: having a more complete understanding of consumers’ financial positions is the most important and predictive factor for determining consumers’ investment potential and needs, financial capacity, and propensity to purchase a wide range of product offerings.

We directly measure wealth. Unlike other solutions that rely on survey-based household geo-demographics, only IXI solutions can provide reliable and actionable insight based on direct-measured data. By working with IXI Services, firms can alter their strategies and gain the right tools to help them identify and focus their efforts on customers and markets that have both the assets and the financial capacity to invest and purchase their goods and services.

Solutions: Offering the insights you need to make decisions and grow your business

Our solutions help financial services and consumer marketing firms accelerate decision-making in order to achieve their business goals, such as identifying customers with the greatest opportunity or making smarter resource allocations and marketing decisions based on the growth potential and product preferences within target markets.

Our solutions include a wide range of options, from traditional scoring tools, to online platforms that offer real-time insights, to digital targeting options for your online marketing efforts:
Clients

IXI Services clients include firms in the following industries:

- Auto
- Bank
- Brokerage
- Credit and consumer lending
- Credit union
- Healthcare
- Insurance
- Life and annuity
- Mutual funds
- Portfolio valuation
- Retail and consumer goods
- Travel, leisure, and entertainment
- Voice, video, and data services

Contact Us Today

IXI Services
7927 Jones Branch Drive, Suite 400
McLean, VA 22102
info.ixiservices@equifax.com
800.210.4323
www.ixiservices.com