

iScreenSM

Creditworthy prospects at your fingertips

Target and manage your mail campaigns* to creditworthy prospects and use your marketing dollars more efficiently with iScreen;SM Experian's online prescreen service. With any Internet-ready computer, you can easily receive counts of creditworthy prospects, eliminate high-credit-risk consumers from your list or purchase a list of preapproved prospects from Experian. With no additional hardware or software required and very low program minimums, iScreen is a completely affordable way to identify your best audience — before you mail.

Self-serve target marketing

iScreen streamlines the credit offer list fulfillment process with a self-service approach to preapproved lists of creditworthy names. From a secure, user-friendly Web site, you can combine predictive generic or auto-specific credit risk models, credit criteria and demographics to select only those consumers who meet your credit risk tolerance. Further customize your campaign by selecting consumers using predefined, industry-specific credit attributes such as:

- Number of months remaining on auto loan/lease
- Age of most recent equity/second mortgage

You also can choose to exclude recently targeted consumers from prior campaigns or existing customers from a supplied list, ensuring your marketing efforts reach those most likely to respond. Even better, you can “serve yourself” lists as often as you like — seven days a week.

The fast, affordable solution you've been waiting for

In addition to providing you with the convenience of self-service, iScreen adds yet another dimension to your prospect list — affordability. Traditional batch prescreens can be too costly for credit grantors working with smaller campaign needs. iScreen reduces program minimums and revenue commitments, providing a low-cost, pay-as-you-go pricing structure. iScreen lets you make marketing campaign decisions based on need rather than budget.

Get the iScreen advantage

Maximize your sales profitability and make the most of your marketing dollars by targeting creditworthy prospects with a fast, easy and comprehensive list fulfillment tool.



Benefits that save you time — and money

- Easy access from any Internet-ready computer
- Online FAQ and Help features
- User-friendly, four-step workflow featuring simple, keyword-free drop-down inquiry screens for data submission
- Upload existing marketing lists for prescreen processing or suppression
- Flexible geographic selection options
- Selectable, standardized credit criteria options
- Counts received in seconds and most orders completed in 24 hours or less
- Convenience of leveraging previous queries/orders with subsequent orders
- Easy implementation with minimal user setup time equates to lowered training time and associated costs
- Secure delivery method helps eliminate unauthorized access
- Capacity to generate a list of up to 100,000 names
- Receive counts, place orders and download lists all from a single, secure user interface — seven days a week

To find out more about iScreen, contact your local Experian sales representative or call **888 414 1120**.

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