

A revolutionary way to identify, prescreen and convert people on digital

EXPERIENCE THE DIFFERENCE



Conversant and TransUnion teamed up to bring you the power of TransUnion-prescreened audiences with the online expertise of Conversant.



Get the most complete view of millions of credit-active prospects, combining TransUnion's deep financial-services knowledge with Conversant's extensive real-time behavioral data.



Reach segments of one at scale, and talk to them across their devices and channels.

WHAT IT IS

Conversant and TransUnion have partnered to bring the industry's newest prescreen solution that is scalable, accurate and transparent. It combines prescreen capabilities with real-time intent signals to connect digital audiences deterministically across devices.

You'll reach your ideal in-market prospects who are credit-qualified for your products, based on TransUnion information. Use one-to-one messaging to drive conversions through digital, executed through TU's FCRA-compliant process that protects PII, that allows you to extend your reach beyond direct mail to find prospects where they spend their time—online.

It's an end-to-end solution that addresses all your challenges at once, whether it's improving your direct mail yield, extending deeper into your prospect universe or even providing an alternative to mail. This solution leverages accurate finance-related information, real-time online intent at scale—all in the most cost-efficient marketing channel.

Marketing Challenge

Conversant + TransUnion's Solution

Inefficiencies:
Cost and time



TU's accurate data allows you to reach **ONLY** the right prospects, eliminating waste by executing over Conversant's real-time platform.

Compliance:
Privacy and industry



A digital prescreen solution using TU's FCRA-compliant process that protects PII (personally identifiable information) and keeps consumer privacy at the forefront.

Scale: Difficulty finding large, qualified audience



By tapping into TU's credit-active profiles, combined with Conversant's world-class match rates, you will reach only qualified individuals at scale.

Engagement: Reach only individuals with appropriate and relevant offers



Improve the yield of your mail, expand beyond your profitable mail universe and speak to consumer where they spend most of their time—online.

WHO WE ARE

TransUnion

- Transforming the credit industry
- A trusted source and partner

Conversant

- The industry leader in highly relevant, person-level digital media
- **200M** privacy-protected consumer profiles built across **7,000+** dimensions, including their online & offline transactions, lifestyle and life stages
- Industry-leading **96%** accuracy at reaching consumers across all their devices & channels
- Closed-loop measurement, so you understand your customers' long-term value