



Business TargetIQ™

Elevate your marketing strategy with the power of credit data

Experian's Business TargetIQ™ is a new marketing platform that combines B2B marketing and credit risk data to deliver a targeted approach to prospective customers. It includes features that specifically aim to help your business find, acquire and retain more customers while allowing you to drive your marketing efforts from start to finish.

Current platform availability: Business TargetIQ is a self-service, web-based platform that gives clients the flexibility and tools they need to manage their marketing efforts.

The Business TargetIQ challenge

Are you inundated with unqualified marketing leads? Stop reviewing thin files and start putting your hard work to work. Experian's Business TargetIQ helps Marketing target the right prospects by combining the power of credit and marketing data. Instead of flooding you with unworthy leads, Marketing can prospect to a universe of potential customers who already have approved credit parameters. This can help bridge the gap, making Credit the marketing hero!

Benefits of Business TargetIQ

Finding creditworthy and look-alike contacts can be hard. Business TargetIQ helps Marketing find prospects with credit guidelines already in place, helping to target to the right audience.

Lead quality and quantity — Experian's **best-in-class data** is used to drive campaigns to broaden your customer portfolio. With a 360-degree view of customers, from firmographics to creditworthiness, you can start breaking into those new hard-to-reach segments.

Enhancing files — Start getting more out of your current customer portfolio by letting Experian® help you create a centralized system, enhancing your data with Experian data.

Finding look-alike — With more than 40 Experian credit risk attributes, enhanced filters and credit data readily available, you can target prospects that resemble your top clients.

Data insights — Profile markets, customers and prospects by analyzing the firmographics of US Business and uploaded client lists. Analyze penetration and target segments by comparing your lists with the surrounding geographic area (Benchmark).

Custom Models — Experian's Decision Sciences team is ready to help create custom models for enhancements to your portfolio.

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About Experian's Business Information Services

Experian's Business Information Services is a leader in providing data and predictive insights to organizations, helping them mitigate risk and improve profitability. The company's business database provides comprehensive, third-party-verified information on 99.9 percent of all U.S. companies, as well as millions of companies worldwide. We provide market leading tools that assist clients of all sizes in making real-time decisions, processing new applications, managing customer relationships and collecting on delinquent accounts.

To find out more about Business TargetIQ, contact your local Experian sales representative, call 1 800 520 1221 or visit www.experian.com/commercial.