

Personal Income Model

Key benefits

- > **Expand your view of the consumer** to streamline customer acquisition
- > **Strengthen segmenting** by identifying consumers who match the income profiles you are trying to target
- > **Align product offers with a consumer's income** and predicted capacity to pay to create a better experience and increase affinity
- > **Reduce costs** associated with manual income verification

Identify profitable targets with the industry's premier indicator of individual income

Consumers are demanding more personal attention. You need a cost-effective and efficient way to target new prospects, validate application data and segment your existing customers. Readily accessible individual consumer income information enables you to accomplish both goals.

Personal Income Model™ is an enhanced analytical tool that predicts income at an individual level, returning a specific three-digit value that is easy to interpret. Personal Income Model is unique because it is modeled to a national sample of actual, employer provided current employment and income information – unlike other models that rely on less reliable, and often outdated, census or self-reported income data.

If the individual's annual income level is predicted at:	Personal Income Model value:
\$30,000	030
\$110,000	110
\$450,000	450

Offer the right products and services to the right individuals

When evaluating whether to extend credit offers, it is important to understand both new and existing consumers' capacity to pay. Income and income-derived attributes strengthen account management across the full customer lifecycle. With Personal Income Model you get a quick, intuitive score that supports faster decisions.

Personal Income Model helps you to:

- **Enhance portfolio quality** by identifying consumers who most closely match the income profile of your best existing customers.
- **Improve existing customer relationships** through communications and cross-selling efforts that are tailored to their estimated financial potential.
- **Maximize your return on investment** by directing your product offerings to the appropriate audience or focusing collection efforts on customers with the estimated capacity to pay.
- **Reduce costs and resources associated with manual income verification** by requiring additional documentation only when stated income varies greatly from that accessed by Personal Income Model.

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Smarter segmenting equals stronger performance

Selecting the right customer for virtually any lending product or service will be easier and less expensive once you add Personal Income Model to your arsenal of account management tools.

▪ **Banking and Financial**

By using the Personal Income Model to segment the population, you're able to tailor your product and pricing options to better fit your customer's estimated capacity to pay. Instead of just opening a checking account for a customer, you can use Personal Income Model to cross-sell other services such as overdraft protection, credit cards or brokerage accounts.

▪ **Automotive**

Use Personal Income Model to determine the type of vehicle your prospects may be able to afford.

▪ **Telecommunications**

Personal Income Model can help you predict which cellular phone customers have the capacity to pay for high-speed Internet access and other value-adds.

Personal Income Model provides the competitive edge you need to stay at the forefront of your industry. Combine Personal Income Model with other Equifax products, like Bankruptcy Navigator Index®, The Work Number's actual income and employment data, and Equifax's credit file data to create a more targeted population and improve market segmentation.

Expand your view to increase revenue

Personal Income Model delivers the income insights to identify the best places to deploy key resources and maximize account performance.

The easy, intuitive score enables you to evaluate your customer from the freshest personal income perspective at any point in the account lifecycle. Strengthen decisioning, improve efficiency and target new routes to help build greater revenue with Personal Income Model.