

August 16, 2017



Equifax Unveils Data-driven Marketing Capabilities to Help Brands Drive Maximum Customer Value

Powerful Data, Technology and Analytical Expertise Combined to Solve Multi-channel Marketing Challenges

ATLANTA, Aug. 16, 2017 /PRNewswire/ -- Equifax Inc. (NYSE: EFX), a global information solutions provider, today unveiled its next-generation Data-driven Marketing capabilities, designed to help brands conquer the challenges preventing them from realizing their data-driven marketing goals.



As marketers across all industries become increasingly reliant on "big data" to help them identify the most profitable customers and prospects and create great experiences, it's clear that marketers need additional help to harness the promise of data-driven marketing. A majority -- 96% -- of marketers report their organizations are attempting to make more central use of customer data, but only 29% are seeing results, according to the IAB's "[The Data-Centric Organization](#)" whitepaper from September, 2016.

Data-driven Marketing integrates and enhances the marketing services that Equifax provides. These include credit marketing, IXI Services' wealth-based marketing insights, and digital marketing. This unification enables Equifax to more holistically solve the key challenges that marketing executives face.

Leveraging our track record as a trusted data steward and widely-recognized strengths in household economic data, identity and data linking, analytics and technology, Equifax helps brands:

- Create a single, actionable customer view across data silos and channels;
- Turn data into an understanding of customer needs and growth opportunities;
- Engage customers consistently across channels; and
- Measure results to continuously improve performance and marketing ROI.

"Few marketers have cracked the code on data-driven marketing," said Mykolas Rambus, general manager, Data-driven Marketing, Equifax. "We provide marketers with greater confidence through our trusted reputation, deep household economic insights, and continual innovation. In the coming months, we'll continue to expand with further products and strategic partnerships that will help our clients deliver optimal multi-channel customer experiences with the *right* customers."

About Equifax

Equifax is a global information solutions company that uses trusted unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions. The company organizes, assimilates and analyzes data on more than 820 million consumers and more than 91 million businesses worldwide, and its database includes employee data contributed from more than 7,100 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,900 employees worldwide.

Some noteworthy achievements for the company include: Named to the Top 100 American Banker FinTech Forward list (2015-2016); named a Top Technology Provider on the FinTech 100 list (2004-2016); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2017); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative Companies (2015-2017). For more information, visit www.equifax.com.

FOR MORE INFORMATION

Rich Cherecwich

WIT Strategy

774-254-0952

rcherecwich@witstrategy.com

View original content with multimedia:<http://www.prnewswire.com/news-releases/equifax-unveils-data-driven-marketing-capabilities-to-help-brands-drive-maximum-customer-value-300505171.html>

SOURCE Equifax Inc.