



# Pre-Screen

## OVERVIEW

### Pre-screen prospects to optimise your marketing strategies and improve ROI

Squeezed marketing budgets, high acquisition costs and waning consumer loyalty – these are just some challenges marketers face when looking to grow their customer bases. As such, effectively identifying and targeting the right customers becomes even more crucial to optimise your budget and stay ahead in an increasingly competitive market.

TruAudience™ Pre-Screen enables you to identify prospects who are ineligible, unsuitable or likely to be declined for credit based on your risk policy criteria. This means you can remove them from your marketing activities and focus your time and money on reaching more of the right customers.

## THIS POWERFUL SOLUTION EMPOWERS



### **Increased marketing effectiveness**

Remove unsuitable prospects to improve campaign engagement and conversion rates



### **Enhanced marketing ROI**

Reduce cost per acquisition and deliver measurable returns on marketing investment



### **Responsible lending**

Mitigate the reputational and regulatory risks of marketing unsuitable products

TruAudience Pre-Screen helps lenders fine-tune their marketing efforts, with additional insights available for SHARE members.

# A comprehensive view of bad debt

TruAudience™ Pre-Screen utilises our deep credit data insights and sophisticated identity matching capabilities to provide a highly accurate view of bad debt risk.

Pre-Screen is available to all lenders and offers enhanced attributes to SHARE members.



## Pre-Screen data attributes:



### Public data attributes

- Bankruptcies
- IVAs
- County Court Judgments

**TruAudience  
PreScreen**



### SHARE data attributes

- Defaults
- Delinquencies
- Debt management flags
- Arrangement flags

All Pre-Screen's data variables are flexible and can be fully customised to align with your business and lending policies.



To find out how TruAudience can benefit your organisation, contact your TransUnion representative or call **+44 113 868 2600**.

