

Marketing Evolution Through Verified Credentials





Chris Schnieper

Sr. Director Market Planning
LexisNexis® Risk Solutions

Marketing Evolution Through Verified Credentials



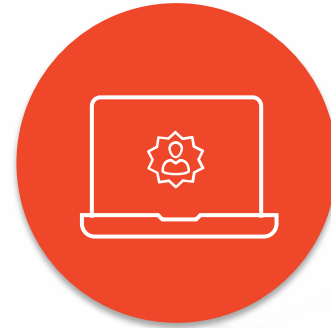
WHAT WAS THE PROBLEM?

- Four right turns of Marketing
- Ensuring correct customer utilization



WHAT WAS THE SOLUTION?

- Tamper-resistant credentials, flexible and configurable
- Credential or claim not device specific



WHO WAS INVOLVED?

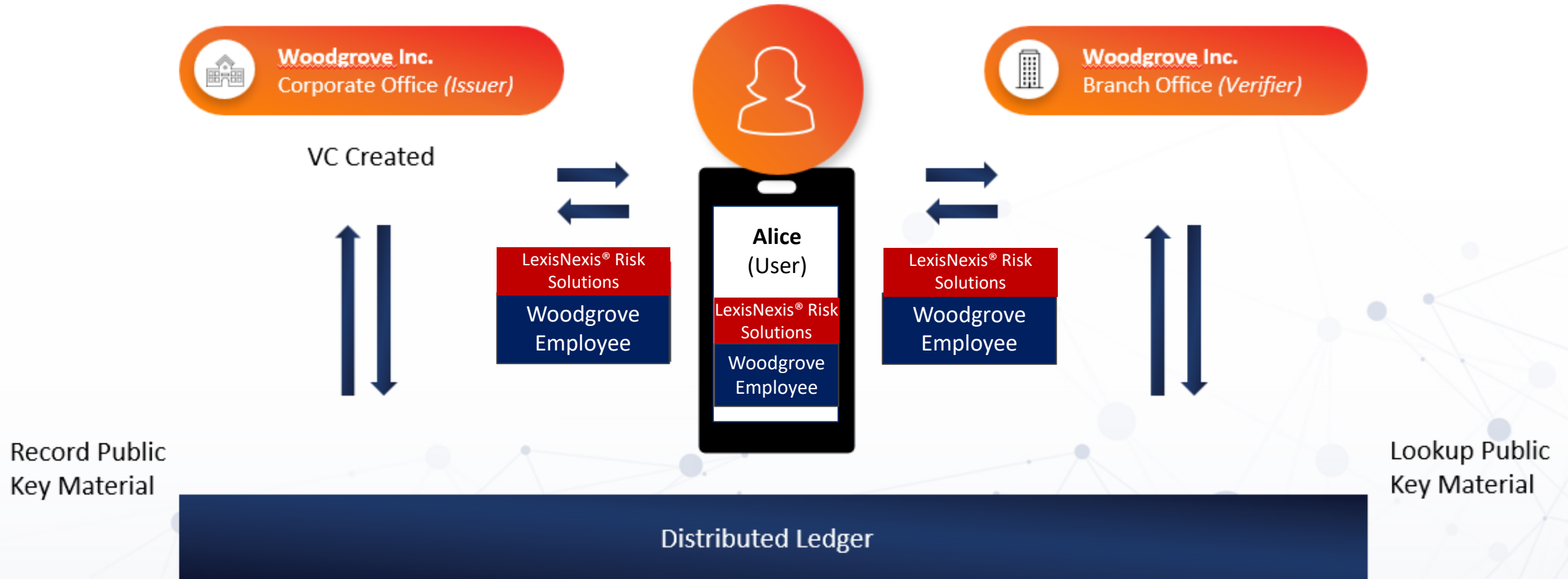
- Issuer – with enablement of LexisNexis® Risk Solutions
- User
- Verifier



WHY IT MATTERS?

- Revolutionizing how organizations market and interact with consumers
- Utilizing risk-based multi-layered approach
- Streamlining customer experience / higher completion rate

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LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com/corporate and www.relx.com.

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