

TruAudience®

Power Advanced, Multichannel Customer Acquisition through the TruAudience Intelligent Invitation to Apply

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The evolving landscape is forcing change for marketers



Marketers need to define their audience with precise criteria



Rise of emerging channels including Connected TV and other Walled Gardens



Rising costs to Direct Mail acquisition as scrutiny of ROI increases

This led to the opportunity to innovate tried-and-true solutions



Prescreen

Precisely defined pre-approved list of consumers

Requires firm offer of credit

Limited to direct channels like mail and email



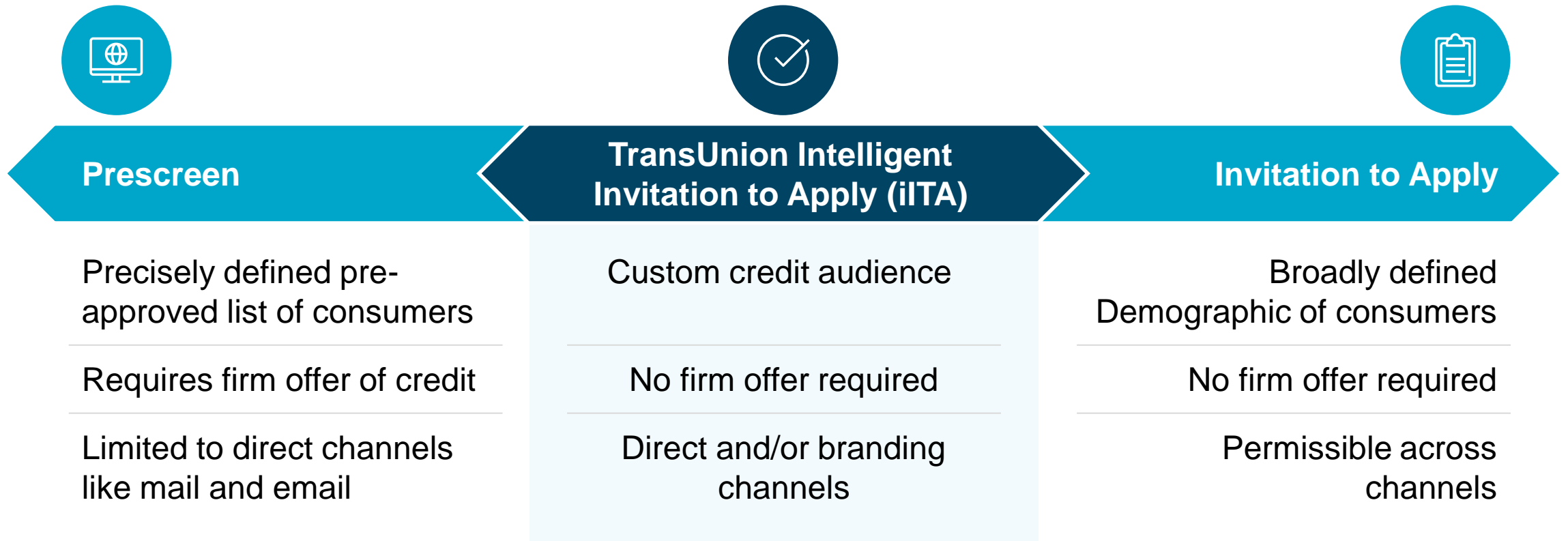
Invitation to Apply

Broadly defined Demographic of consumers

No firm offer required

Permissible across channels

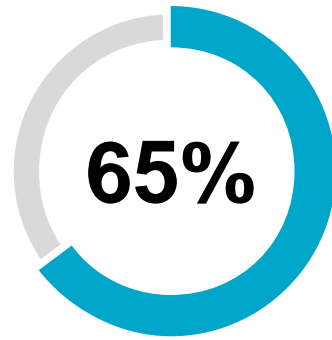
The iTA balances precision with scale, allowing marketers to reach *their* desired consumers without compromising risk-level



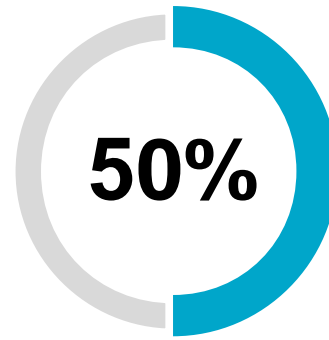
Case Study: Large card issuer used iITA for display campaign for co-branded travel card



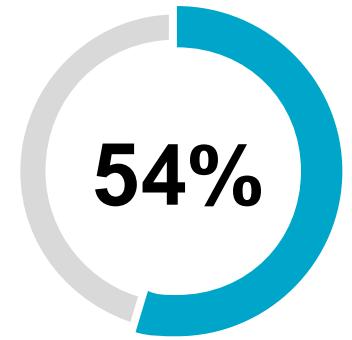
Months



Approval Rates



Higher vs. ITA benchmark



Approval Halo Effect

Source: Client results shared with TransUnion, 2022



Thank You

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