

# Precision and Accuracy Pays Off **BIG**

We wanted to assist our business bankers by giving them the highest-quality business leads to pursue, so we turned to Equifax for help.

They really wowed us by identifying more than 67,000 new prospects that fit our highly-specific criteria and included phone numbers. They also took in a list of our existing business contacts by matching our data against theirs — with a high confidence level — and appended additional data about those existing contacts. This allowed us to enhance our data without having to reach out to the customer and impact customer experience. In just three weeks of calling from the Equifax lists, our business bankers booked enough new business to pay for the project and in six weeks of calling we saw an 8x return on investment, and they're just getting started!

*A Multi-state Regional Bank*

more than

## 67,000

new prospects that fit highly-specific criteria and included phone numbers

it took only

## 3 weeks

to book enough new business from the Equifax lists to pay for the project

## 8 times

return on investment in only 6 weeks

## The Equifax Value

The new prospect list built by Equifax was highly business-specific, and included the following criteria (in addition to other selects):

Custom selection  
of NAICS

ZIP with  
3-mile radius

Businesses  
with <\$5M in  
total revenue

Marketable  
and active  
Equifax records

Must have a  
phone number  
populated

Suppression  
of existing  
customers/contacts