



Engage your customers by providing them with helpful, knowledge-based tools



Millions of score alerts are delivered per year, on average

Increase Consumer Credit Knowledge and Build Brand Loyalty

Providing customers with a credit report and score is the first step toward building engagement and brand loyalty. To maximize that information's value—for your customers and your brand—it's vital to engage people with tools that will help them better understand how and why their scores change over time.



When your customers keep a close eye on their credit, everybody wins. Score trending lets them see how their credit progresses over time with an interactive view of their score history. They're also able to compare their score versus national, regional and state averages. Risk levels help customers gauge how potential lenders perceive them. By filling the need for financial planning tools and credit knowledge, you'll also address regulatory pressure to improve credit literacy and transparency.

The Trend Everyone Should Follow

By providing Experian's credit-focused solutions, you'll give customers more than just a single score and glimpse of their report. By partnering with Experian you'll provide:

- Score trending with an easy-to-understand graph and list views that show score changes since enrollment
- Score factors that help members understand what impacts their score
- Monthly (twice monthly) score trending
- Customizable goal score alerts, risk level change alerts, and score change alerts.

The Experian Advantage

Experian is the largest credit bureau in the US. We maintain credit information on hundreds of millions of American consumers. When you package scores and reports with trending and alerts, you'll have a comprehensive product that your customers will be sure to use.