

TRANSUNION BUSINESS SOLUTIONS

# Marketing Services


*Link multiple business data sources to help you identify prospecting opportunities for cross-selling and new lead generation*




*They say you don't know what you don't know. And that's true for your own customer portfolio – until TransUnion Marketing Services helps reveal the opportunities hidden within.*

## Customizable reports reveal hidden opportunities within your own portfolio


These customizable reports require no system changes or upgrades and are ready to use. With a few simple steps Marketing Services can help you to:

-  **UNCOVER SMALL BUSINESS OWNERS WITHIN YOUR RETAIL CREDIT CARD BASE**  
Simply provide your list of customers and if that customer has a business account in our database, TransUnion will then append the details for an acquisition campaign for commercial card, reprice consumer card or make the business case for commercial credit card launch.


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-  **IDENTIFY LENDING PROSPECTS FROM YOUR RETAIL AND SMALL BUSINESS BANKING BASE**  
Supply a list of your business banking customers who do not have lending products. Transunion will assess if that business has credit elsewhere and then provide segmentation and risk criteria for targeted prospecting.


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-  **VALIDATE AND ENHANCE THIRD-PARTY MARKETING LISTS**  
Give us a list of businesses sourced from a third party, and TransUnion will validate and append business data for more accurate segmentation.

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-  **SEGMENT YOUR AUDIENCE BY GEOGRAPHY, INDUSTRY, BUSINESS ENTITY OR CREDIT TYPE**  
TransUnion can confirm insights at an aggregate level for business relationships that your portfolio has elsewhere.

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-  **IDENTIFY PROSPECTS FOR ACQUISITION CAMPAIGNS**  
Use TransUnion's small business data to help you target customers.

**Example: A major Canadian bank identified over \$6 billion in balances held by its small business customers with other financial institutions.**

**Use our database of 3 million businesses for segmentation by:**

- **BUSINESS ENTITY TYPE**  
Is it sole proprietor, partnership or corporation?
- **SIC AND NAICS CODES**  
Determine the business's industry
- **BUSINESS FIRMOGRAPHICS**  
Discover how long the organization has been in business, number of employees and revenue
- **BUSINESS CREDIT RISK SCORE**  
Anticipate the likelihood of delinquency using financial trade performance and public record data
- **FINANCIAL CREDIT TRADE PERFORMANCE (credit cards, lines of credit, instalment loans)**  
Understand the risk of delinquency, amount of spend, utilization, limits and revolve behaviour
- **SUPPLIER AND WHOLESALE TRADE PERFORMANCE**  
Understand credit terms and payment history between businesses and their suppliers
- **HOT LIST**  
Identify all the new businesses recently added to our database

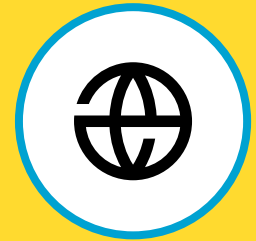
**Are you ready to start acquiring new business customers?**

At TransUnion, data is our business and analyzing is what we do. Find out how TransUnion Marketing Services can help reveal hidden opportunities.

Visit [transunion.ca/business-solutions/marketing-services](https://transunion.ca/business-solutions/marketing-services)

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**PUT YOUR MARKETING SERVICES REPORTS TO USE**



**Expand your marketable universe**



**Uncover hidden businesses within your own portfolio**



**Perform benchmarking studies**



**Spot opportunities for cross-selling and upselling**