



TransUnion CreditViewSM with Offers

Serve offers to consumers who are actively checking their credit information on the CreditView Dashboard.

When is the ideal time to offer consumers new financial products? How about when they're actively engaged in their own credit information? That's what you get when you enable offer presentation capability to the TransUnion CreditView Dashboard.

Turn credit education into a new opportunity

By integrating this enhancement into the CreditView Dashboard, CreditView becomes a marketing tool for proactively selecting customers to whom you want to present offers ranging from new accounts and upsell/cross-sell, to balance transfer and credit limit increases.

How it works

TransUnion CreditView with Offers is an add-on service to the CreditView Dashboard. With it you can present the right offers to the right consumers at the right time based on criteria you set.

CREDITVIEW DASHBOARD



Benefits in brief

- Turn CreditView Dashboard pages into a new marketing channel
- See stronger response rates by presenting prequalified offers to actively engaged consumers
- Give customers an improved experience through a seamless process and value-driven interactions
- Opportunity for personalization – presenting credit-engaged consumers with offers can lead to greater share of wallet
- Reduce spending on traditional marketing channels

Key features

- **Offer prequalification and ranking:** Rank multiple offers by priority for better consumer fit (or matching)
- **Support for multiple product sets:** Define offers by product, such as credit card, line of credit, installment loan or mortgage
- **Seamless integration:** Create, update and discontinue offers, as well as track lead generation
- **Leverage multiple credit bureau data sets:** Rules include TransUnion CreditVision® scores and other credit characteristics (such as bankruptcy and delinquency)
- **Simple or complex rule sets:** Configure as few or as many qualification and prioritization criteria as needed

START MAKING OFFERS

To learn how to get started with TransUnion's CreditView Offers, contact your TransUnion representative today. Call us at

1-855-488-4636 or visit **www.transunion.ca/product/creditview**.

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What is CreditView?

TransUnion's CreditView Dashboard gives your customers quick access to a personal credit centre that offers a comprehensive view of credit. Hosted by TransUnion, it's affordable and easy to implement – no assembly required. Your customers get the important credit information they need, including:

- TransUnion Credit Report
- CreditVision Risk Score and national score comparison
- Credit education
- Comprehensive financial literacy program powered by EnRIChed Academy
- Monthly score trending
- Key credit change alerts
- Score Simulator to view potential impact of credit-related events on the score