

TransUnion Prescreen Marketing Lists

Boost conversions with high-quality top-of-funnel leads

Support your mortgage and home equity acquisition strategies by using prescreen campaigns. Target consumers meeting your credit eligibility criteria, within your footprint, who are likely to soon shop for a home loan. TransUnion credit data and propensity models give you the power to find the right leads and prospects before the competition does.

With TransUnion Prescreen, you can:

- ✓ Focus your marketing spend on high-quality leads most likely to convert
- ✓ Market only to individual consumers who meet your credit-eligibility criteria
- ✓ Deliver highly targeted offers and messaging to specific segments of the population

With TransUnion Prescreen Marketing you'll bring more precision to your marketing efforts and focus your marketing spend on leads most likely to convert.

TransUnion will deliver a list of consumers who meet your credit criteria for a variety of prescreen populations, including:

- Low-to-moderate income (LMI) consumers
- Conventional/FHA
- First time home buyers
- Refinance
- Purchase
- HELOC
- VA mortgage-loan eligible consumers

Append property, credit and other non-credit data to the prescreened lists to inform tailoring of offers and messages, and to facilitate outreach.

HOW IT WORKS:

1. TransUnion partners with you to define your marketing campaign goals
2. We work with you to establish audience selection criteria
3. We create the marketing list and append requested data (e.g., property data, phone number, military affiliations, property value, combined loan-to-value, estimated mortgage interest rate)
4. We deliver the prescreen marketing list to you
5. You extend a firm offer of credit to each consumer on the prescreened marketing list using the channels of your choice (e.g., direct mail, email, digital) and, if appropriate, leverage TransUnion's Intelligent ITA Audience Solution to amplify your messaging digitally

If you're looking for cost-effective, quick access to mortgage leads and don't require much customization, our Express Mortgage Prescreen solution may be the perfect fit.

TO LEARN MORE about TransUnion's Prescreen Marketing Solution, contact your TransUnion representative or email us at TU_Mortgage@transunion.com.

*Prescreens require a lender to extend a "firm offer of credit" to each consumer on the prescreen list. If you do not want to make a firm offer of credit, other TransUnion solutions may be a better fit, such as Intelligent ITA.