



# TransUnion Solutions for Home Equity Lending

Through market-leading insights and analysis, TransUnion can help you create new and convert incoming home equity leads by identifying and qualifying consumers who are in-market, or likely to be in-market, for a home equity solution.

	PROACTIVE ENGAGEMENT	CONVERSION OPTIMIZATION
	<b>Create leads by marketing to the right consumer at the right time</b>	<b>Engage and convert leads entering your sales funnel through your existing channels</b>
<b>TransUnion solution</b>	<ul style="list-style-type: none"> <li>Consumer Prescreen with Propensity Scoring</li> <li>Invitation to Apply (IITA)</li> <li>Triggers</li> <li>FinLocker solutions</li> <li>HELOC End of Draw Model</li> </ul>	<ul style="list-style-type: none"> <li>Consumer Prequalification</li> <li>Application Prefill (FMO)</li> <li>Closed loop reporting</li> <li>Trended data analysis</li> </ul>
<b>Channel</b>	<ul style="list-style-type: none"> <li>Direct mail</li> <li>Email</li> <li>Outbound telemarketing</li> <li>Digital paid search and display</li> <li>Digital paid search and display</li> </ul>	<ul style="list-style-type: none"> <li>Lender's website</li> <li>Lender's call center</li> <li>Lender's POS/LOS</li> <li>Third-party applications</li> </ul>
<b>Business use cases</b>	<ul style="list-style-type: none"> <li>New customer acquisition</li> <li>Existing customer retention</li> <li>Line utilization</li> <li>Portfolio review</li> <li>Cross-sell to existing customers</li> </ul>	<ul style="list-style-type: none"> <li>Pre-qualify consumers</li> <li>Audience segmentation</li> <li>Performance monitoring</li> </ul>

To learn more, reach out to your TransUnion representative or email [TU\\_Mortgage@transunion.com](mailto:TU_Mortgage@transunion.com).