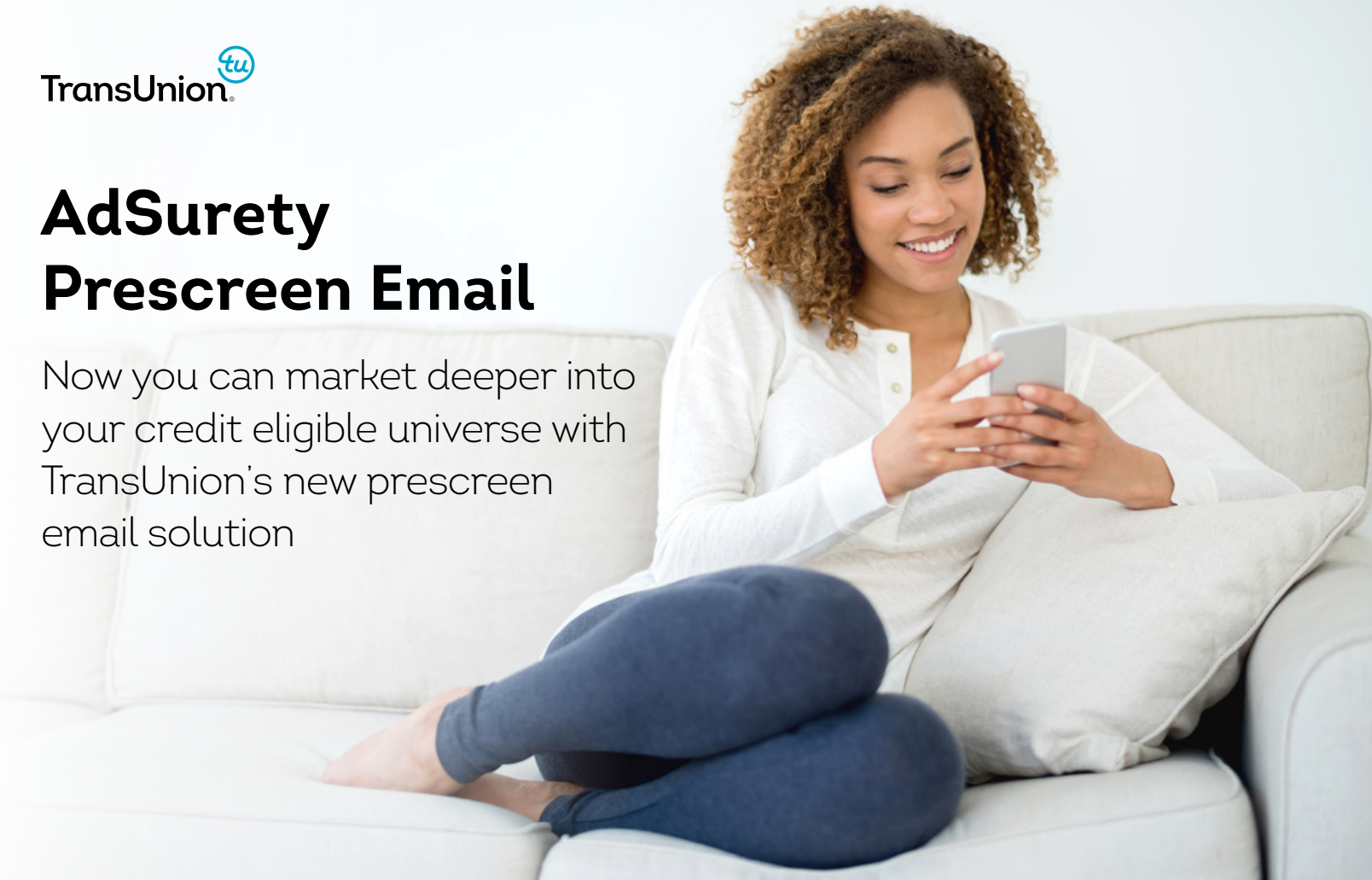


AdSurety Prescreen Email

Now you can market deeper into your credit eligible universe with TransUnion's new prescreen email solution



TransUnion AdSurety™ Prescreen Email can help you increase reach and target the right audience as a complement to your existing direct mail programs or as a standalone campaign. By using our email solution, you can connect with more of your audience at a lower cost compared to direct mail.

AdSurety Prescreen Email is your data supplier, and email list and email service provider—all rolled into one highly effective solution.

AdSurety Prescreen Email offers a cost-effective, FCRA-compliant solution that targets the consumer prospects you want and current customers. Now you can send prescreen offers via email without the need to mail undeliverables.

ADSURETY PRESCREEN EMAIL INCREASES CAMPAIGN PERFORMANCE:

- **Reach** your highly refined, targetable and credit eligible audience more cost-effectively
- **Target** and reach both prospects and customers with an FCRA-compliant solution
- **High quality** prescreen audiences, double opt-in emails matched to consumer credit files, and a proprietary solution that complies with FCRA and CAN-SPAM
- **Unlike email service providers**, our email solution is designed to activate credit eligible audiences while delivering performance
- **Closed loop** campaign analysis using patent-pending measurement reports of consumer activity we derive from our credit database

HOW IT WORKS

TransUnion sends your emails to target consumers on your behalf, and provides a full report on the campaign's results. Your team simply provides a landing page and link for consumers who wish to apply directly from the email.



LEARN MORE

To learn more, contact your TransUnion representative today!