



# Balance Transfer Index<sup>SM</sup> and Balance Transfer Surfer Model<sup>TM</sup>

Capture profitable balance transfer dollars

Direct-mail marketing is expensive. Ineffective direct-mail marketing is even more expensive. Experian's balance transfer models can help you identify those consumers who are most likely to engage in card-to-card balance transfers and to suppress opportunistic rate surfers. Imagine the impact of your next campaign if you eliminate 85 percent of spend while targeting the majority of transfer activity. That's the power of smart data.

Experian® estimates that card-to-card balance transfers total between \$35 billion and \$40 billion each year. Yet, this activity represents transactions by only a small percentage of the overall U.S. population.

Experian's Balance Transfer Index<sup>SM</sup> is a propensity tool that identifies consumers who are most likely to initiate a card-to-card balance transfer within the next six months. The model leverages only Fair Credit Reporting Act-compliant credit data, including trended data and Experian's Premier Attributes<sup>SM</sup>, to predict a consumer's future balance transfer activity.

For portfolio managers, recognizing consumers who may transfer a balance is critical to minimizing attrition. For marketers, this information is imperative for creating campaigns that reach the right audience with relevant products and services. Lenders who combine both strategies can successfully generate and protect long-term growth.

Pinpointing likely balance transfer candidates isn't enough. Every portfolio manager knows the pain of watching a successful campaign turn bad when attrition spikes at the end of the introductory period. Experian's Balance Transfer Surfer Model<sup>TM</sup> identifies probable

rate surfers — consumers who hop from loan to loan taking advantage of low or zero percentage rates. Protect your marketing investment by suppressing rate surfers to achieve long-term profitable growth.

## Model output and applications

Balance Transfer Index and Balance Transfer Surfer Model generate a score ranging from 100 to 990 and 100 to 989, respectively, where a higher value equates to a higher propensity to transfer a balance or to be a rate surfer. The models are available for both prospecting and portfolio management.

### **Increase conversion rates and return on marketing spend**

- Optimize spend and increase return on investment by targeting prospects most likely to respond.
- Align balance transfer messaging and offers based on balance transfer propensity.
- Target consumers most likely to remain loyal and generate long-term value.

### **Increase portfolio profitability**

- Generate portfolio growth by targeting existing customers with consolidation offers.
- Identify current customers who are at risk for attrition and make timely retention offers.

Product sheet

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To find out more about Balance Transfer Index and Balance Transfer Surfer Model, contact your local Experian sales representative or call 1 888 414 1120.