



Experian's self-service prescreen

Fast. Agile. Accurate. This easy-to-use solution offers prescreen turnaround in days.

Our self-service prescreen helps increase return on investment and conversion rates on your marketing efforts while decreasing delays. Unlike competitors with no self-service option and less robust scores and attributes, our solution is a quick, flexible way to curate and generate accurate prescreen lists fast.

Lenders lack a cost-effective option for frequent batch prescreens to capitalize on timely marketing opportunities and stay competitive. Lengthy processing requirements hinder turnaround, causing missed opportunities. Previous self-service options lacked robust scores, models, and attributes. Our solution is a flexible, user-friendly platform that speeds processing for timely marketing outreach.

Powered by Experian's industry-best FCRA data, self-service prescreen is a fast, efficient way to launch targeted marketing campaigns. It's agile, intuitive and will deliver a list of creditworthy consumers in days.

Amplify your marketing efforts with speed, accuracy and flexibility

The rising costs of creative and mailing make it essential to invest marketing dollars in the most successful campaigns possible. Lenders want a single, advanced solution for all their financial services needs that provides effective tools for achieving marketing goals. With tight budgets, successful campaigns must be optimized for accuracy, dispatched quickly and deliver a strong return on investment (ROI).

With self-service prescreen, you can incorporate your own data, select from prebuilt templates for credit cards, auto loans, personal loans or mortgages that can be saved and reused for future campaigns. Launch your prescreen campaigns quickly to improve the customer experience and provide more timely, relevant offers.

Expand your lending universe by targeting qualified consumers

Self-service prescreen comes loaded with thousands of scores, models and attributes, most are Experian-owned, making integration easy. Your data will be pinned using our proprietary process that links information across data sources.

Experian® generates the prescreen using your input list or criteria to generate and extract from our database.

- Input is often comprised of your customers or your purchased lists outside of Experian.
- Prescreenable populations extracted from our Experian credit database support noncredit demographics or criteria to create an initial audience.
- You can apply Experian attributes, see counts and adjust before creating your final prescreen.

The final prescreen list will be creditworthy consumers.

~33%

The rate at which postal prices have risen for marketing mail in the past seven years. An additional 2.2% increase has been announced for January 2026.¹

¹ <https://www.mailing.com/postage-rate-reset/>

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These key features make prescreen creation fast and easy

Self-service prescreen offers:

- **Ease of use:** The self-service environment has on-demand access that allows you to select your specific prescreen criteria.
- **Agility:** Access templated campaigns based on the type of product (bankcards, mortgages, etc.) that can be customized.
- **Accuracy:** It's powered with comprehensive data, scores, models, and attributes.
- **Convenience:** Users can save drafts and clone previous requests to streamline day-to-day operations.
- **Expansive:** There's no limit to the number of records you can submit.

Optimize your marketing efforts with these benefits

The following help drive self-service prescreen to make it the most flexible solution available:

- **Agile:** Reduce your turnaround time by minimizing lengthy audit processes.
- **Timely:** Extend offers when a consumer is receptive for improved conversion rates.
- **Flexible:** Make quick changes to help keep production on schedule.
- **Accurate:** Clean, fresh data. ensures precision targeting.
- **Economical:** Run your own campaigns to reduce internal/operating costs.

~100% of B2B buyers expect a 'self-serve' journey now.²

68% of buyers expect to rely on fully digital channels.³

The Experian difference

Thousands of models, scores and attributes coupled with Experian's industry-best data, refreshed weekly, in a self-service environment make self-service prescreen the most agile, affordable prescreen solution available today.

For more information about self-service prescreen, contact your Experian® account executive at 1 855 339 3990.

² <https://www.forbes.com/councils/forbescommunicationscouncil/2025/01/22/marketing-to-b2b-buyers-understanding-the-importance-of-360-campaigns/>

³ Ibid.