



# Credit Information Systems

## Marketing / Pre-Screening Lists

The right prospects at the right time – timing is everything with pre-approved offers.

### Here's why:

- Maximize profitability and your marketing dollars by sending preapproved offers to prospects who meet your credit risk tolerance. That translates into potential customers with the greatest propensity to buy.
- These lists of prospects are based upon a client's criteria for marketing efforts and must include a firm offer of credit.
- Creates a specific audience for your targeted offer, with clean, updated data that is not limited to one repository – lists can be obtained from Equifax, Experian, and/or TransUnion.

**Questions? You're our priority – call us at 800-782-9094 for answers.**

We're here to help, Monday through Friday, 8 a.m. – 5 p.m. CST.