Consider the source:
How alternative data and advanced analytics are helping make smarter credit decisions

Accelitas® and Equifax team up to improve prediction and conversion rates through consumer insight and custom optimization.

Between the speed of business and changing consumer spending habits, the demand for accurate credit scoring is more crucial than ever. Today's lenders need to reach a generation that's more Venmo than Visa, and millions of creditworthy customers that traditional scoring methods overlook.

The answer can be found in alternative data: the non-traditional sources of credit history and the predictive analytics that turn thin-file and non-prime consumers into profitable accounts. Now imagine being able to custom tailor credit scoring to your specific business model and risk factors, while adapting to the dynamic marketplace itself.

That's where Accelitas and Equifax go to work.

Ai Lift from Accelitas can leverage multiple data sources to predict creditworthy thin-file and no-file borrowers. Easily incorporated into loan-decisioning platforms at any stage of the data waterfall, Ai Lift uses Explainable AI techniques and FCRA data from CRA partners to give lenders the confidence to make and explain credit decisions. Users can tune or retune these models with data from their specific market, creating a continuous feedback loop to optimize and leverage their own data performance.

Unique sources of alternative data from Equifax expands visibility and insight into consumer credit behavior, including significant coverage of consumers who are credit seeking, subprime, and near prime. You get access to exclusive and unique tradeline data from industries not reported in traditional credit data ranging from short-term lending, lease-to-own/rent-to-own, payday loans, auto finance and more.

Equifax works with your business model to lower risk and speed conversion

» **Access 80+ million consumers** with non-traditional credit data not found in tri-bureau credit files

» **Gain visibility and insight** using positive/negative data to evaluate credit worthiness

» **Distinguish good customers from bad**
Recent studies indicate that by adding Equifax data, bad rates can be reduced by almost 7% and a KS lift of up to 30% can be achieved among subprime and near prime borrowers

Sources: Equifax, DataX and Teletrack

Accelitas and Equifax work together to deliver next-level credit risk solutions designed to grow your business.

LEARN MORE

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