



## Ranking Invitation-To-Apply Approvals

### What is ECONOMIC STABILITY INDICATOR?

ECONOMIC STABILITY INDICATOR (ESI) is an easy-to-apply model score that is used to rank-order the likelihood of ITA (Invitation To Apply) approvals on a direct marketing list. ESI scores are built without credit data and should not be used to determine exact creditworthiness. However, by using ESI, marketers can have a better sense, in advance of a campaign, which potential responders will have a better ability to be able to pay for their product or services. The result is an improvement in response rates.

### Why is ECONOMIC STABILITY INDICATOR being offered?

The confluence of two environmental factors is driving the significance of ESI in the marketplace. First, the expanding regulatory influence over the use of credit data has shifted to a greater reliance on ITA campaigns. Second, the increasing levels of saturation in the consumer credit card market have further heightened the need for efficiency in prospecting efforts. While targeting for response has always been important, in today's hyper-competitive environment, effectively identifying respondents who will likely be creditworthy is more critical than ever.

This combination of tighter regulations on credit data usage, and an extremely competitive environment, makes the ESI an excellent model marketers can use to identify quality prospects. The ESI model and scores are developed without using credit data. ESI's ability to rank-order ITA prospects gives issuers a valuable tool to improve net response. ESI can be used as a stand-alone solution, but can be even more effective when used in conjunction with other targeting techniques. Whether combined with an issuer's own response models, InfoBase demographic information, or both, ESI enhances the return on marketing dollars.

### List Definitions

ESI is considered "modeled credit" but every vendor has a different name for it on their file. (IE, Acxiom calls it the Economic stability indicator, Experian calls theirs Summarized credit statistics, Epsilon calls theirs Value Score and Compact calls theirs Modeled Credit.)

Most list suppliers do not use actual credit data. The only vendor that uses actual credit in any capacity is Experian and they aggregate their info on the zip+4 level so they can sell it at a lower cost and without all the extra bells and whistles. The rest are true models.

### Combining Files for Maximum Impact

Economic Stability Indicator can be used with numerous demographic and lifestyle selects for additional depth of coverage.

ESI Score	Credit Equivalent
1	800
2	785
3	770
4	755
5	740
6	725
7	710
8	695
9	680
10	665
11	650
12	635
13	620
14	605
15	590
16	575
17	560
18	545
19	530
20	515
21	500
22	485
23	470
24	455
25	440
26	425
27	410
28	395
29	380
30	365