array

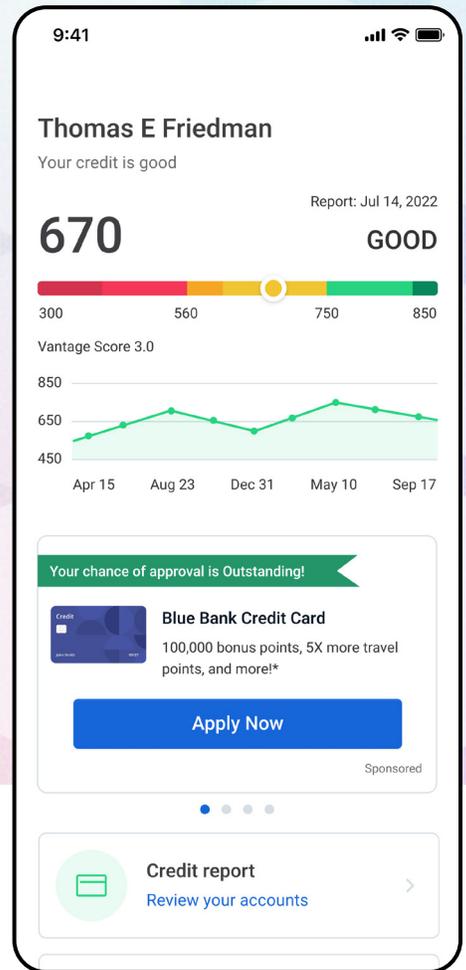# Go further with your marketing budget with Offers Engine

Know who to target by leveraging credit data to determine eligibility for your products

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With over 200+ available credit attributes, easily segment your audience for your offers based on parameters you select. Plus, Offers Engine clients have access to an Audience Segmentation dashboard that generates lists of qualified users based on criteria you choose that can be easily ingested into your or your partners' CRM.

Reduce the noise

No more passing unqualified leads to your partners

Increase lead quality

Generate higher value leads for you or your partners

Provide exceptional value

Enable a better experience through more informed targeting

9:41

Thomas E Friedman
Your credit is good

Report: Jul 14, 2022

670   **GOOD**

300   560   750   850

Vantage Score 3.0

850
650
450

Apr 15   Aug 23   Dec 31   May 10   Sep 17

Your chance of approval is Outstanding!

Blue Bank Credit Card
100,000 bonus points, 5X more travel points, and more!*

Apply Now

Sponsored

Credit report
Review your accounts

Example credit attributes include:

✓ Credit limit on credit cards
✓ Number of open mortgages
✓ Number of tax liens
✓ Balance on open credit cards
✓ Number of bankruptcies
✓ Credit utilization on open accounts

Get started today.

See why hundreds of organizations are partnering with Array to drive growth and fuel financial progress. Contact us at sales@array.com
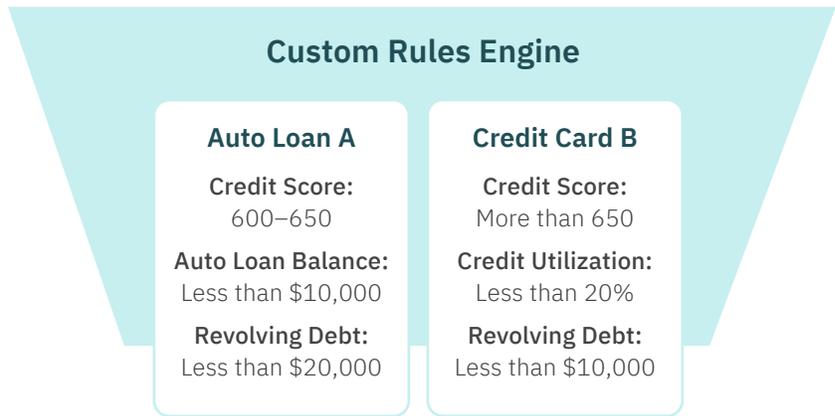
How Offers Engine Works

STEP 1

Capture name, address, and consent
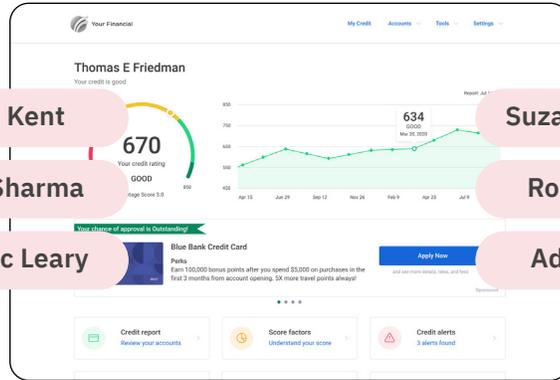
Allen Kent

Maya Sharma

Dominic Leary

Suzanne Pastor

Robert Lang

Adeel Amin

STEP 2

Customers are filtered through custom rulesets with 200+ credit attributes

Custom Rules Engine

Auto Loan A

Credit Score:
600–650

Auto Loan Balance:
Less than $10,000

Revolving Debt:
Less than $20,000

Credit Card B

Credit Score:
More than 650

Credit Utilization:
Less than 20%

Revolving Debt:
Less than $10,000

STEP 3

Eligible customers are segmented into relevant product offers, content, and special services

Auto Loan A

Allen Kent

Suzanne Pastor

Credit Card B

Maya Sharma

Robert Lang