



# CoreLogic® Teletrack® Customer Segmentation

Grow Your Business Throughout the Credit Lifecycle

Prescreening and Prequalifying with alternative credit data helps you target the right prospects, with the right offer, at the right time—driving higher response rates, better qualified leads, and a more profitable bottom line.



**FIND NEW CUSTOMERS  
IN EXISTING MARKETS**

## Retro Append

Before you start any customer segmentation or marketing campaigns, CoreLogic Teletrack can append our credit data attributes to your historical prescreen or prequalification programs.

This Retro Append process will help you determine up-front how our data can help you determine who your most promising prospects are.

## Prescreening

### Prescreen List Processing

Append available credit data attributes to your marketing lists for your specific consumer segments. Our data helps you refine your prescreen strategies to make smarter risk decisions and improve response performance.

### Prescreen Extracts

Produce prescreen lists based on your individual risk and response criteria requirements. This data output can be used to create new lists or can be combined with other data sources in your prospect database.

## Prequalification

Once you obtain written consent from your clients, you can easily leverage the features of Teletrack's prequalification product to help consumers better understand their credit standing and the offers for which they may qualify. The prequalification product is a soft inquiry credit pull, so you can now perform an initial, non-decisionable credit check without negatively impacting a consumer's credit score.

**For more information, please call 800.729.6981 and select Option 1,  
or visit us at <https://corelogic.com/products/corelogic-teletrack.aspx>.**

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## CREDIT SERVICES

CoreLogic Teletrack will help you:

- ▶ Find your most promising prospects
- ▶ Refine your prescreening strategies to make smarter risk decisions and improve response performance
- ▶ Understand consumer's credit standing and the offers for which they may qualify for

[corelogic.com](https://corelogic.com)