

SCORE SAVVY

Safely expand your borrower universe in a competitive environment

TELL ME MORE

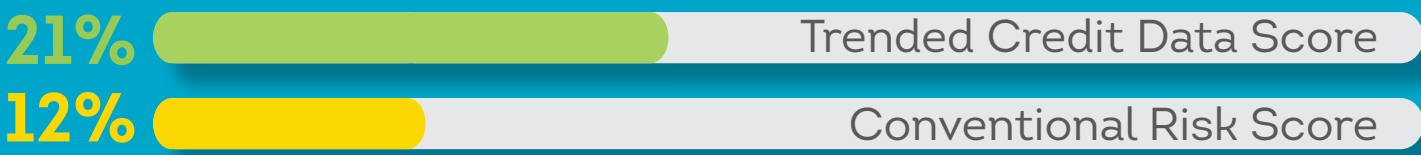


A TransUnion study shows over **26 million** consumers can now be **effectively scored** with **trended credit risk scores**.

in SHARE

Score better

PERCENT OF U.S. CONSUMERS SCORED AS SUPER PRIME



With millions of new super prime consumers identified, you can grow your customer base without lowering risk levels

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Trended credit data reveals a **historical perspective** of credit use and behavior **over time** with up to



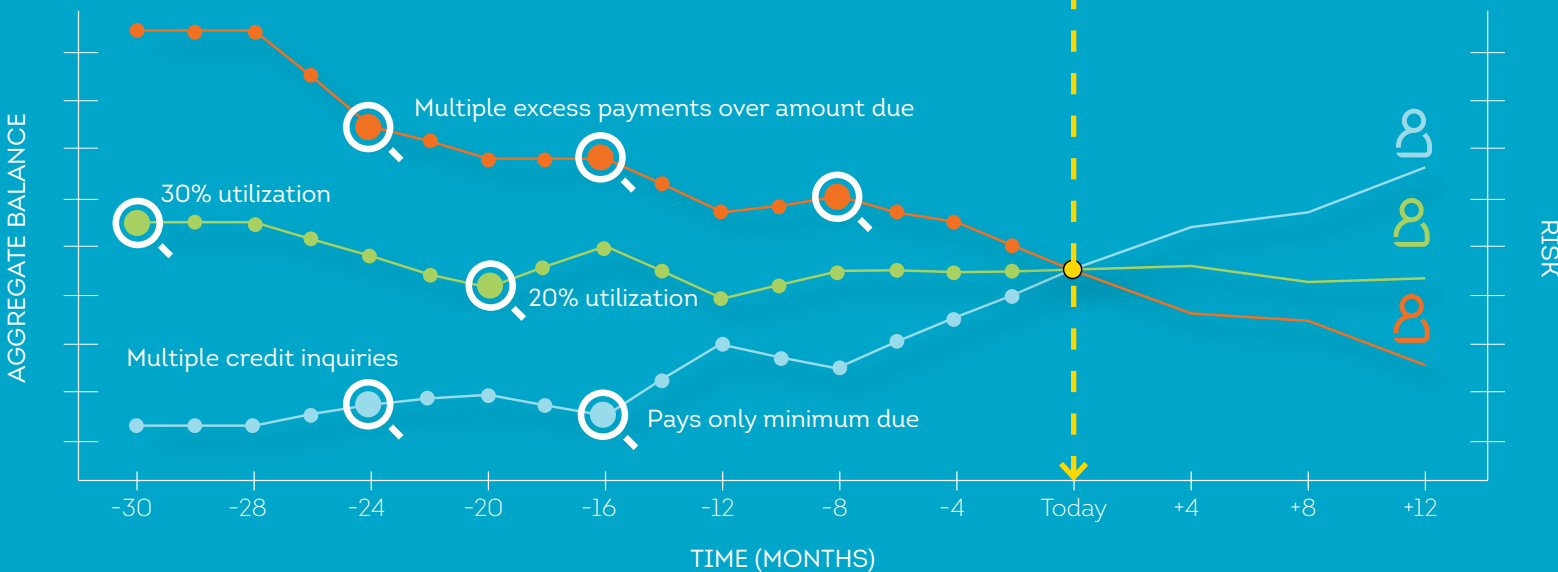
GET THE INSIGHT GUIDE

Conventional scores are built on a **single point-in-time snapshot** of the consumer today



BALANCE AND RISK TRAJECTORY

3 consumers as revealed by trended credit data



Up to 30 months of account history and performance data



What this means for lenders

- **Limit risk** by better assessing a consumer's ability to pay on existing accounts and the capacity to take on and afford new loans
- **Build client base** with new profitable customers
- **More precise lending** decisions are made possible with deeper data insights



CLICK HERE to get the **Score Savvy** insight guide

To speak with an expert, email us at scoresavvy@transunion.com.