



Enhance your view of auto risks and opportunities

With Insight Score® for Auto

Today, auto lenders face a variety of challenges: rising acquisition and retention costs, increased competition, and uncertain economic and employment outlook. To compete in this environment, you need ways to grow auto loans with new and existing customers — all while helping minimize risk within your portfolios.

Insight Score for Auto is an industry-specific credit risk score that combines proprietary credit data from Equifax with alternative data (including utility, pay TV, Internet, and wireless payment history) not available through other third-party providers. The Insight Score employs NeuroDecision® Technology to apply models designed exclusively for the auto industry and helps predict the likelihood of a consumer becoming 90 days past due (or worse) within 24 months of an auto loan being opened.

This unique, proprietary approach enables you to score more consumers, expand your prospect pool, and ultimately improve performance while mitigating risk — all within a framework that is customized specifically to auto lenders.

Optimize performance. Minimize risk.

Insight Score for Auto leverages a deeper, more diverse range of alternative data that many traditional scoring models overlook. In doing so, it enables you to:

- Evaluate new auto loan applicants with greater confidence
- Uncover new prospects among no file, thin file, and unbanked consumers
- Adjust credit levels among current customers based on a more complete view of their payment histories and behavior

Key benefits

Make origination decisions more confidently, by increasing approvals as much as 67% compared to a traditional generic risk score, while maintaining similar bad rates.*

Expand your auto prospect pool by the scorable population up to 16% over traditional generic risk scores.*

Improve marketing and portfolio management with improved predictiveness enabled by AI, trended data, and powerful analytics.

Improve the consumer experience through more competitive, personalized offers and improved decisioning and service.

*Internal Equifax validations. Individual client results may vary.

Say “yes” with more confidence

By leveraging alternative data and our proprietary NeuroDecision Technology, the Insight Score performs better than the leading benchmark scores across targeted market segments. This gives you the insight needed to extend offers to more applicants while getting a deeper view of potential risk.

Alternative data + NeuroDecision Technology = superior performance

NeuroDecision Technology from Equifax is the first regulatory-compliant machine learning system reviewed by regulators and credit scoring experts. Models developed through this patented technology yield results that are explainable and rooted in data — and it can improve score performance and uncover a clearer view of risks and opportunities among auto loan prospects and customers.

Key differentiators

In addition to NeuroDecision Technology, the Insight Score offers unique features that represent a better way to score consumer risk and provide new opportunities for auto lenders.

Multi-data score

The Insight Score combines core credit data, trended data, ability to pay attributes** and alternative data including telecom and utilities for more complete consumer financial information, helping to drive higher scorable rates and deeper predictive insights.

Multiple uses

The Insight Score can be used as a standalone score, as a replacement for less accurate models, or as a supplement to traditional credit risk scores, as well as other Equifax products and offerings.

Targeted scores

Designed specifically for the auto market, the Insight Score provides standardized scoring or can be customized to specific use cases.

For more information, or for an evaluation of how the Insight Score for Auto compares to your current scoring model, contact us today.

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**ability to pay includes medical collections.