CREDIT BUREAU+ ™ BY
TRUST SCIENCE®

Direct Marketing Implementation Guide

A

Onboarding
~2-4 weeks

B

Execution
~2 weeks or as per specified target date

*Time may vary if a customized underwriting strategy and model are requested

C

Post-Campaign
Ongoing

A — Onboarding

Approvals and Agreements

I. Validate the contract between Trust Science and the customer

II. The customer provides approval for the content of the mail/flyer

III. Compile the necessary customer information required for executing and tracking the campaign

IV. Establish communication with mailhouses and ensure smooth file transfer processes

> Other mailhouse requirements may exist

V. Gather initial preliminary filters and high-level requirements

> Bankruptcies, age, other attributes

Prepayment

I. Configure customer billing to facilitate smooth transitions

> Arrange the delivery of customer data to be used in filtering

B Execution

I. Process and generate data attributes

II. Utilize SixScore™ and PropensityScore™ for data analysis and risk assessment

III. Apply rank order, rules, and knockouts to refine the filters

IV. Finalize the selection of prospects through consulting

V. Transmit the finalized list to the designated mailhouse

VI. The mailhouse initiates the mailing process

C Post-Campaign

I. Perform a thorough review of the materials sent by the mailhouse within a four-week timeframe

II. Record soft inquiries for consumers who have received the mail

III. Generate a comprehensive campaign performance report

If not using Trust Science for underwriting. If using Trust Science, this process is automated

IV. Evaluate the campaign's performance and identify opportunities for optimization

V. Consider the feasibility of repeating the campaign based on the evaluation and optimization results