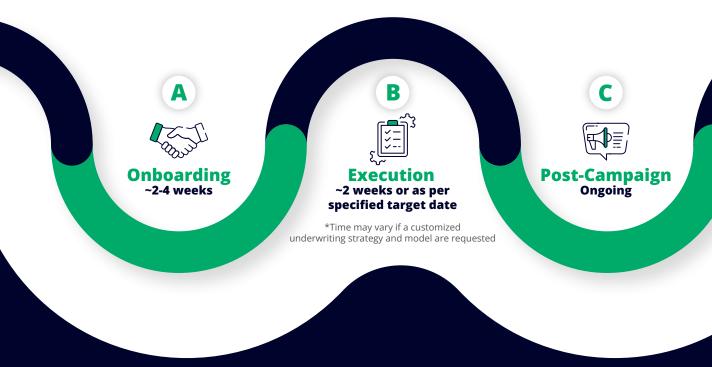
TRUST SCIENCE.

Direct Marketing Implementation Guide





Approvals and Agreements



L 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



N. 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



L Configure customer billing to facilitate smooth transitions

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

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Process and generate data attributes



Utilize SixScore[™] and
PropensityScore[™] for data
analysis and risk assessment



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



w. Finalize the selection of prospects through consulting



Transmit the finalized list to the designated mailhouse



vi. The mailhouse initiates the mailing process

C Post-Campaign



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



 Record soft inquiries for consumers who have received the mail



Generate a comprehensive campaign performance report

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



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



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



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