



EQUIFAX®

Bespoke Analytics: Combining and customising services to support a client specific service

Equifax provides a range of services that provide data to our clients supporting various use cases. These services leverage our extensive data attributes to provide a comprehensive view of an individual's credit file, name/identity, full address history, financial associations, directorships, other business interests, and their financial status.

Beyond financial status, our capabilities extend to robust tracing services for accurate customer location, rich demographic data and property characteristics for deeper segmentation, and household composition insights to better understand decision-making dynamics.

Key Benefits



Enables customers to bring a specific business issue that may require a combination of traditional services and bespoke outputs to address



The Equifax Data & Analytics team can then work with the client to design a bespoke service that brings together elements from Equifax's G-Cloud service listings, to meet the client's specific requirements



This approach promotes data minimisation and data efficiency through the provision of the specific data required to address a challenge



equifax.co.uk/business

Service Description

The Equifax Data and Analytics team will work with the client to understand the specific requirement and determine which combination of products, services and data variables are required to support the request. This service could typically bring together the following elements:

- Bespoke matching for consumer, commercial and customer own data sets
- Creation of combined datasets across consumer, commercial and customer data
- Bespoke scoring and segmentation
- One-time project or a new BAU Service
- Bespoke outputs and MI
- **Trace & Identification:** Robust tracing services to locate customers and verify identity.
- **Demographic & Lifestyle Data:** Deep segmentation using demographic profiles, affluence indicators, and vulnerability markers.
- **Property & Household Intelligence:** Insights into property characteristics, ownership status, and household composition to understand decision-making dynamics.

Pricing for this service is based on two elements:

- The scope and complexity of the requirements
- Standard pricing for each service taken from our G-Cloud listings

Delivery Mechanism

Due to the bespoke nature of these requests Equifax will be able to offer a variety of relevant delivery channels including batch, web and API.



Let's talk

Contact us today to schedule a consultation with one of our experts.

[Speak to our experts](#)