



TransUnion's CreditViewSM. No assembly required.

Now your brand can harness the power of consumer credit education with our easy to implement dashboard solution.

TransUnion has created a way for any financial institution to take advantage of our CreditView Solution.

What is CreditView?

TransUnion's CreditView Dashboard gives your customers quick access to a personal credit centre that offers a comprehensive view of credit. Hosted by TransUnion, it's affordable and easy to implement - no assembly required. Your customers get the important credit information they need, including:

- TransUnion Credit Report
- CreditVision Risk Score and national score comparison
- Credit education
- Comprehensive financial literacy program powered by EnRICHed Academy
- Monthly score trending
- Key credit change alerts
- Score Simulator to view potential impact of credit related events on the score
- Serve prequalified offers to engaged customers through CreditView with Offers

CREDITVIEW DASHBOARD



How does CreditView help financial institutions?

You can offer CreditView as a complimentary or fee-based web service to help **attract and retain more customers**. At TransUnion, we know how to engage consumers with powerful, credit-based platforms. In fact, an internal 2012 U.S. member study revealed that **our users**:

- **Linger longer**—spending an average of 15 minutes on our site
- **Engage frequently**—logging in to view their credit change alerts as they happen, to view their credit score every month and update their credit information more than six times a year

How can my financial institution take advantage?

CreditView is similar to the credit education products larger financial institutions offer today. Since your company will not have any **development burdens**, we can offer CreditView through a significantly more **affordable, TransUnion-hosted** service.

And the best part is, **you don't have to sacrifice your brand** – the CreditView Dashboard can integrate your logo and color scheme for a **seamless customer experience**.

TransUnion's CreditView has the potential to change the way financial institutions compete.

Why TransUnion?

TransUnion is one of the two national credit bureaus and a global leader in credit information. We have been **building and maintaining consumer solutions** like CreditView for **more than a decade** and are regulated across Canada. That means we don't just understand the technology, but also know the importance of compliance and security.

LEARN MORE

To learn more about TransUnion's CreditView contact your TransUnion representative today. Call us at **1-855-488-4636** or visit **www.transunion.ca/product/creditview**.

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ADD-ON: TransUnion CreditView with Offers

TURN CREDIT EDUCATION INTO A NEW OPPORTUNITY

Serve offers to consumers who are actively visiting the CreditView Dashboard.

- See stronger response rates by presenting prequalified offers to actively engaged consumers
- Opportunity for personalization – presenting credit-engaged consumer with tailored offers can lead to greater share of wallet
- Reduce spending on traditional marketing channels

TransUnion's
CreditView
Dashboard is
mobile-optimized
for a better user
experience on
a smartphone
or tablet.

