

Target Collect™

- ◆ Predict Expected Profit for active accounts
- ◆ Optimize recovery strategies
- ◆ Proven solution for balances up to \$500

Maximizing Profits in Collection and Recovery Efforts

Identify the accounts with the highest profit potential

TargetCollect™ empowers collection agencies and portfolio owners to identify the accounts most likely to result in payment — so you can focus resources on the accounts with the highest profit potential. TargetCollect is a proven segmentation solution that optimizes collection portfolios based on the variables that drive profit:

- Account Balance
- Commission Rate
- Probability of Successful Collection

Increase commissions on every collection attempt

Recovery agencies using TargetCollect see Commissions per Attempt increase by 20% and more. The secret lies in TargetCollect’s proven ability to predict which accounts will pay and which won’t — using independent, proprietary credit data sources. TargetCollect works with your existing account segmentation strategies to let you:

- Reduce wasted recovery costs for mail and teleservices
- Identify accounts with high payment potential that other segmentations miss

HOW IT WORKS

In-House Solution	TargetCollect Effect	Benefit
70% of accounts: high collection potential	Identifies 15% of cell with low collection potential and low margin	Minimizing effort to low-margin accounts produces direct savings by reducing mail, printing, postage and telemarketing costs
30% of accounts: low collection potential	Identifies 20% of cell with high collection potential and high margin	Increasing contact with high-potential accounts increases recovery dollars and net commissions

TargetCollect™ works with your existing segmentation strategy to add a critical “second look” that independently ranks accounts beyond most in-house methods. The TargetCollect model uses billions of historical payment transactions to provide a behavioral-based view of each individual’s likelihood to respond to a collection effort.

Arrange a no-hassle test today

TargetCollect is proven to exceed traditional credit and collections targeting solutions. The model is based on the detailed payment and transaction information in TransactionBase® — Alliant’s ground-breaking credit database that has transformed risk management in the direct marketing industry.

TargetCollect is a unique solution with a powerful benefit — higher payment rates and increased commissions. There’s nothing but upside, so call today to arrange for a no-risk test of TargetCollect.

SCORE With Alliant

Alliant's advanced targeting methodologies let direct marketers promote their customers and prospects with dramatic improvements in profitability. Our solutions are powered by proprietary cooperative databases, advanced analytics, and the experience gained from hundreds of successful client engagements. Find out how better targeting can drive profit improvements of 20% or more: ask to see our case studies for mailers, in-bound order centers and web marketers. Chances are, we can score for you too.

Alliant[®]

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