experian™

TrueTrace Live™

Accurate, comprehensive, real-time data

Connecting to the right person. In today's world of ever-changing data, this can be a huge challenge. TrueTrace Live™ provides accurate data from unique sources to help you locate consumers, identify the right-party contact and improve your hit rates. How does that sound?

TrueTrace Live is Experian's most powerful locating solution. It's available on the web through Experian Access℠ or XML and delivers real-time contact data at your fingertips.

Traditional directory assistance data is blended with Experian's unique, exclusive contact data sources to drive strength in coverage. With TrueTrace Live, you can access data from more than 220 million consumers, 140 million households and 19 million businesses. And Experian® has unique data on difficult-to-locate and underbanked consumers.

Passion for quality

- Experian's proprietary matching process can identify the specific consumer or business.
- Addresses are standardized, time-stamped and ranked.
- New phones can be ranked, scored and delivered with a phone type indicator for proper handling.
- The ported phone option helps identify phone types that have been changed.

How does TrueTrace Live help you?

- **Supports the need for compliance within contact strategies —** In addition to the matching process and Telephone Consumer Protection Act (TCPA) options, TrueTrace Live provides simple search options focused on just identifying contact information.

- **Delivers stronger right-party contact rates and lower wrong-party rates to improve performance and efficiency —** Experian's matching delivers up to 40 percent improvement in right-party contact rates.
- **Identifies more addresses and phones than others in the market —** With all the data sources available to Experian, Clients have shared that more phones and addresses are delivered back than any solution in the marketplace. The phone coverage is unique to Experian because it includes access to directory assistance data plus more than 100 million cell phones.

Product options

- **Premier Phone Search —** Identify, score and rank the best phone numbers available.
- **Cell Phone Search —** Identify just cell phones for manual dialing.
- **Best Address Search —** Find or verify the single best address.
- **Reverse Social Security Number Search —** Input just the Social Security number to identify the consumer.
- **Neighbor Search —** Search by the address to identify other individuals or businesses nearby.
- **Surname Search —** Simplify the search process for hard-to- find names or family by looking up consumers by last name.

- **Comprehensive Search —** Delivers back multiple search results with a single inquiry.
- **Business Searches —** Search for business listings, addresses and phone numbers.

Core design includes

- Listed, unlisted, VoIP and wireless phone numbers from Experian's consumer contact database.

- Directory assistance data from Regional Bell Operating Companies.

- Unique wireless phone records.

- Change of address files, as well as credit, proprietary and other self-reported sources.

- Area code splits and updates.

- ZIP + 4® coding.

- Optional sources specific for collections use can also include exclusive data from payday lenders and property management companies.

To find out more about TrueTrace Live, contact your local Experian sales representative or call 1 855 339 3990.