



## IXI Network Strengthened by New Bank, Brokerage, and Annuity Assets

As the strength of the IXI Network continues to grow and IXI expands its delivery of innovative and actionable solutions for financial services firms, now is a particularly advantageous time for your firm to be a member of the IXI Network.

### IXI Adds New Bank, Brokerage, and Annuity Assets to Network

IXI recently added several new financial services firms to the IXI Network, including banks, brokerage, and insurance firms.

The addition of the assets provided by these firms demonstrates the continued strength of the IXI Network and the benefits that financial services firms gain by being a member.

- As a result of the increase in deposit assets, banks can utilize the resulting expansion in IXI's regional coverage to better assess their target markets at the local level.
- The addition of new brokerage assets to the IXI Network provides brokerage firms with the ability to better gauge their share of market and improve their understanding of consumer investment tendencies.
- Additional annuity assets will enable insurance companies and other financial services firms that are focused on the retirement market to increase their insight into retirement product demand.

### Groundbreaking Solutions for IXI Clients in 2010

IXI recently released an expanded edition of WealthLinx™, our online platform designed to give network members real-time, on-demand access to high-speed analytical and visualization tools. The new WealthLinx enables members to accelerate decision-making based on customer and market intelligence garnered from IXI's proprietary financial measures. If you have not yet seen the [WealthLinx introductory video](#), please take the time to view the overview.

IXI is also delivering additional new solutions for our clients, including:

- Working with Equifax to offer credit issuers new tools to respond to the requirement of the Credit CARD Act and gain a complete view of their customers. [Read more](#)
- Providing firms that advertise online with the ability to better target the optimal consumers for their brand and service offerings, thus improving the ROI of their online marketing efforts. [Read more](#)
- Enabling retail banks to optimize their deposit pricing at the local level
- Teaming with Equifax to provide insurance firms with one source for solutions to assist with underwriting and marketing efforts
- Helping credit issuers improve credit-oriented cross-sell efforts by identifying and marketing to their most profitable customers that are actively seeking credit
- Enabling financial advisors to better manage their book of business based on customer opportunity



For more information about the growth in IXI's Network membership or our latest initiatives, please contact your IXI Account Manager or email [info@ixicorp.com](mailto:info@ixicorp.com).

### **About IXI Corporation**

IXI, an Equifax company, helps the nation's leading financial services and consumer marketing firms optimize marketing efforts, manage risk, identify growth markets, and enhance practice and performance management. For over 15 years, IXI solutions have enabled marketing, sales, and risk management executives to differentiate and target consumer households based on measures of wealth, income, spending, credit, investment style, share-of-wallet, and share-of-market.

Through its exclusive network of more than 95 leading U.S. financial institutions, IXI directly measures approximately \$10 trillion in U.S. consumer assets and investments, comprising over 42% of all U.S. invested assets. IXI combines its patented process for collecting and classifying consumer asset data with proprietary measures of income, spending, and credit to create the most reliable and granular financial database available today. IXI was recently named to the Deloitte Touche 500 Fastest Growing Technology companies list.

Equifax is a global leader in information solutions, empowering businesses and consumers with information they can trust. Equifax is a member of Standard & Poor's (S&P) 500<sup>®</sup> Index. Its common stock is traded on the New York Stock Exchange under the symbol EFX.