TrueVision

Buy Now, Pay Later Data

Our first-to-market, buy now, pay later (BNPL) data available through TrueVision can help you:

✓ Improve decisions across the customer lifecycle with a broader view of their finances

✓ Regain market share by spotting potential revenue losses and offering incentives or engaging consumers to encourage utilisation

✓ Identify financially stressed consumers by analysing their overall debt, thereby aiding in origination and risk management, and predelinquency and collections strategies

✓ Boost credit access for those with limited histories (when included in credit reports)

### Tap into the BNPL boom to broaden credit horizons

Amidst a challenging economic landscape, savvy consumers are pivoting to payment alternatives that offer financial breathing room. The appeal of buy now, pay later (BNPL) is crystal clear: it offers a chance to stagger spending without the sting of interest.

Research insights from our latest 2023 consumer survey revealed a surge in BNPL usage with 32% of consumers choosing it frequently for online buys and nearly half spending over £500. A significant 35% of users said they'd default to debit without it, while 16% wouldn't purchase at all.
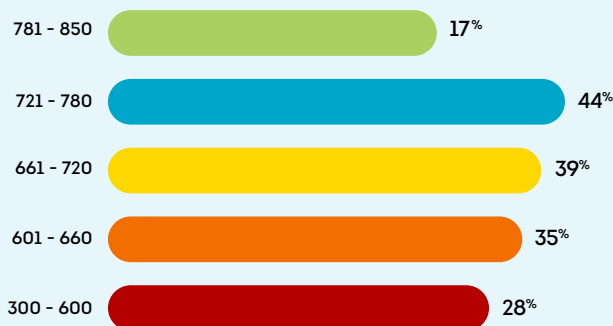
This trend signals a financial evolution. With 42% of Gen Z and 44% of Millennials looking to seek credit within a year, BNPL is poised to play a larger role in the future of flexible finance, and it's ripe with opportunities for broadening credit access.

Plan to apply for new or refinance existing credit within the next year

By generation (percentage point change from Q3 2023):

Overall	Gen Z	Millennials	Gen X	Baby Boomers
26% (+4%)	46%	36%	25%	8%
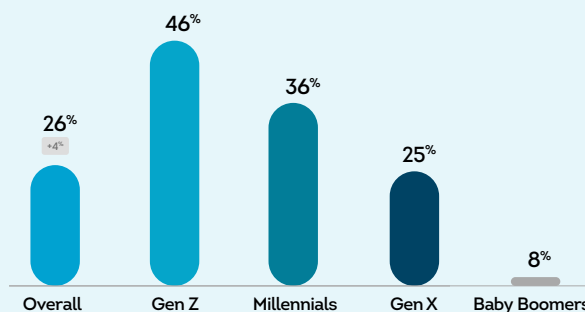
By credit score (self-reported credit score ranges):

Credit score range	Percentage
781 - 850	17%
721 - 780	44%
661 - 720	39%
601 - 660	35%
300 - 600	28%

Source: Online Consumer Pulse Survey UK Q4 2023 of 998 adults

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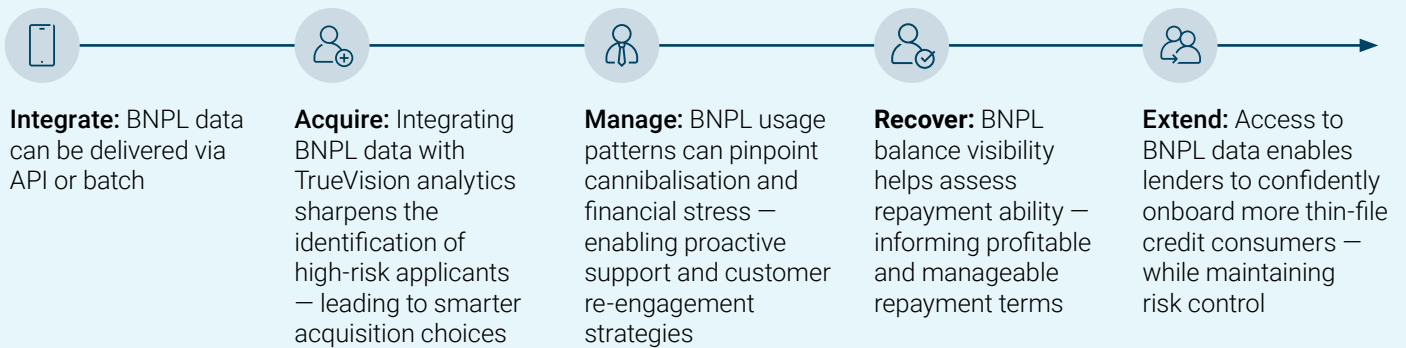## Enriched credit reporting with BNPL insights though TrueVision

We've been collaborating with regulators and BNPL providers to pioneer the integration of BNPL data into UK consumer credit reports. Our goal is to champion consumer interests, helping ensure BNPL users are fairly represented while providing lenders with a richer, fuller view of their financial behaviours. This synergy bolsters consumer profiles while providing lenders actionable BNPL data, sharpening credit assessments and fuelling strategic decisions for growth and risk mitigation.

Our BNPL offering includes:

→ 73 BNPL specific data attributes

→ Insightful BNPL credit search data

→ Dedicated BNPL account type on credit reports

→ Inclusion of 60 new 'All Trades' attributes encompassing BNPL accounts and search activity

This suite of enhancements delivers a holistic perspective on consumer credit – powered by the latest in BNPL trends and analytics.

BNPL data can support decisioning across the customer lifecycle

Integrate: BNPL data can be delivered via API or batch

Acquire: Integrating BNPL data with TrueVision analytics sharpens the identification of high-risk applicants — leading to smarter acquisition choices

Manage: BNPL usage patterns can pinpoint cannibalisation and financial stress — enabling proactive support and customer re-engagement strategies

Recover: BNPL balance visibility helps assess repayment ability — informing profitable and manageable repayment terms

Extend: Access to BNPL data enables lenders to confidently onboard more thin-file credit consumers — while maintaining risk control

We've consolidated raw BNPL account and search data into 73 new attributes, offering enhanced insights into customer behaviours:

Current credit consumer view

Mortgage repayments

Credit balances and repayments (excluding BNPL)

Electoral register information

Public record information, such as CCJ's or bankruptcies

Credit searches (excluding BNPL)

New BNPL data visibility

Total number of BNPL accounts open

Total BNPL balance

Total number of missed BNPL payments

Total credit balance, including BNPL

Number of BNPL credit searches

Contact your TransUnion representative
to discuss how our BNPL data solutions can transform your credit decisioning to drive business growth.

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