



## DataDNA

### Unlock and understand a single view of your customer

Improve customer management strategies by understanding relationships across the consumer book



**Resolve data inconsistencies** and enhance customer relationship management accuracy



**Gain a holistic customer view** across the lifecycle



**Leverage unique DNA numbers** for more precise data matching

### Transforming data integrity into business opportunity

In the age of data-driven decision-making, the integrity of your customer data is paramount — especially for businesses in lending, insurance, gaming/gambling, and recoveries and collections.

DataDNA transcends the common challenges of bad data by providing a unique identifier for each customer. It enables seamless integration even with varying customer details, helping support compliance — elevating customer experiences and uncovering missed revenue opportunities.

Unlocking and understanding the DNA of your customer relationships empowers you to de-duplicate records, streamline operations, improve customer relationships, and strategically navigate acquisitions, mergers and debt sales.

#### A DATADNA NUMBER IS:



Only assigned when we are 100% confident in a match



Applied to nearly 60m UK credit active adults



Built using around 600M underlying financial transactions and more than 100M bank account records\* from over 700 data suppliers

*\*Consented and non-consented accounts*

## DATADNA

Discover why DataDNA is an indispensable tool, it helps paint a broader picture of consumers and their credit behaviour gives organisations a more complete story.



**Unique identifier:** Achieve unmatched data reliability by assigning a TransUnion DataDNA number to every credit active individual.



**Robust matching:** Ensure each record correlates to the right customer, even with disparate data points.



**Ongoing data relevance:** Maintain the value of your customer insights with regular updates from multiple sources.



**Enhanced customer engagement:** Foster loyalty and compliance through a single customer view.



**Operational efficiency:** Save time and resources by cutting duplicate records and communications.



**Competitive edge:** Offer targeted products and services by understanding the full spectrum of customer relationships.



### Post-DataDNA integration



Duplicate records



=



Customer engagement

With consumers holding multiple accounts, obtaining a single customer view has never been more important.

## LEARN MORE:

Isn't it time you find out what DataDNA can do for your business?

Call **+44 (0) 113 868 2600** Email [contact@transunion.co.uk](mailto:contact@transunion.co.uk)

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