



Thought leadership begins with credibility and ends with trust.

JANUARY 2024

Summary

Equifax uses unique data, innovative analytics, technology and industry expertise to provide global information solutions in 24 countries. Organizations and individuals around the world make more informed business decisions with knowledge and insights that can only be gained from Equifax.



Services Provided:

- Earned Media and PR
- Key Messaging
- Content Marketing

How Merit Mile Helped:

- Unique Story Angles
- Analyst Briefings
- Increased Awareness/Credibility



MERIT MILE

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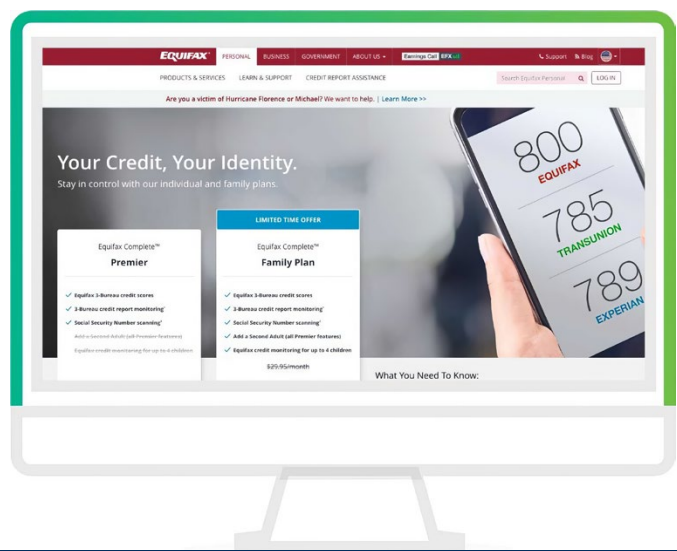


Challenge

Equifax needed to expand their brand voice in the auto industry. They had an extensive array of unique and valuable data but needed to improve the process used to communicate the benefit of these assets to this market segment for both awareness and demand generation.

Solutions

After conducting a full audit of available data assets, Merit Mile crafted an integrated Public Relations program utilizing extensive segment expertise. A regular cadence of creative storytelling was created to merchandise data relevance into recurring stories.



Results

The increase in reach was immediate, dramatic and measurable; yielding \$3,117,102 in advertising equivalency within the first eight months of the program. This resulted in a double-digit monthly Public Relations ROI. Equifax is now poised to reach their goal of effectively communicating how credit is used by a variety of consumers, as well as a better understanding of consumer buying power.

Deliverables

- Strategy & Positioning
- Press Kit Materials
- Media Relations
- Content Marketing
- Ongoing Measurement & Reporting

To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Marketing specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

Headquarters

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