

January 2008

www.responsemagazine.com

Response[®]

*The Only Independent Source
for Direct Response Marketers*

**Sports and Fitness
Marketers
Push Web DR**

**Is 2008 DR Radio's
Big Year?**

Editorial Advisory
Board Tackles
Election Year
Media Questions

Another Timeslot Purchase
Record Spurs Long-Form Billings
Past **\$300M** in 3Q 2007

**DR Earns
TrueCredit**

Lucy Duni says that direct response
spurs TransUnion's marketing efforts for
its consumer credit reporting product.

TransUnion Interactive Gives DR Some 'TrueCredit'

BY THOMAS HAIRE

“**T** rueCredit has been able to build a brand presence without classical pure brand advertising,” says Lucy Duni, vice president of marketing for TransUnion Interactive, a wholly owned subsidiary of credit reporting giant TransUnion, and the leader of marketing for its *TrueCredit.com* consumer and business credit reporting service. “We have built it using response marketing. We have been careful to use media and creative strategies that are in keeping with our brand to help build that brand base and differentiate ourselves.”

Chicago-based TransUnion, which is celebrating its 40th anniversary in 2008, acquired TrueCredit in 2002. TrueCredit started in 1999 and currently is helping more than 1 million subscription customers and more than 5 million newsletter subscribers manage their credit with credit reporting products, analytical tools, monitoring systems and educational resources.

When TransUnion purchased *TrueCredit.com*, the company began utilizing direct response marketing. As a matter of fact, the company calls TransUnion Interactive and *TrueCredit.com* “the direct-to-consumer arm of TransUnion.”

“Our core offering is an all-access monitoring product that gives consumers unlimited access to their credit reports from all three credit bureaus (TransUnion, Equifax and Experian) and all three scores whenever — and as often — as consumers wish to view their

CONTINUED >

TransUnion's purchase of the online consumer credit service introduced DR to the company in 2002. Now, *TrueCredit.com* and Lucy Duni are capitalizing on DR to add millions to the credit-reporting leader's bottom line.





Is Direct Response Branding?

“ To the TransUnion Interactive, TargetCom and Inter/Media team, everything we do is branding. Driving response in a respectful and intelligent way is core to our brand, and we believe is what consumers both want and expect from us. ”

LUCY DUNI

Vice President, Marketing,
TransUnion Interactive