

Element 9350: Economic Stability Indicator (ESI)/RITAA

Element Definition

Ranking Invitation to Apply Approvals is an easy to apply model score that is able to predict likely ITA approvals on a direct marketing list. Marketers can use RITAA as a relative measure of likelihood than an ITA responder will go on to meet their credit approval standards. RITAA scores may be incorporated into custom models or used as a selection tool for an ITA marketing list. RITAA is built using non-credit data.

Length: 2
Format: Character
Default: Blank

Element Values

Values: 01 - 30

01 = Most Likely Economically Stable
30 = Least Likely Economically Stable

Element Notes

Level: Model

Sources: Modeled

Restrictions:

Element Changes