Categorization Engine

Stand-alone categorization technology

What is CRIF Categorization Engine?

The CRIF Categorization Engine is designed to gain insights into your customer base by leveraging account and credit card transaction data.
The CRIF Categorization Engine is powered by a proprietary categorization algorithm based on Machine Learning and Artificial Intelligence that can turn unstructured data into structured insights.

Main Features of CRIF Categorization Engine?

- *Proprietary ML* and AI algorithm
- *NLP* - Deep learning models
- *On prem / On cloud*
- *Ready-to-use risk* and marketing KPI suite or custom analytics
- *Main entity recognition*, extraction and normalization

Key Performance Indicators

+30 — Years of experience in credit reporting

+200 — KPIs available for calculation

+2,000 — Variables tested for a single score

96% — Transaction ocverage with categorization engine
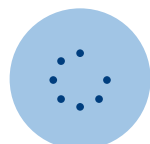
Why use CRIF Categorization Engine?

Best-in-class categorization engine with outstanding accuracy

Exploit the value of your customer base's transaction data

Risk & marketing portfolio evaluation

Advanced early warning, origination and collection KPIs

CRIF
Together to the next level