LexisNexis® Business Marketing Solutions Suite

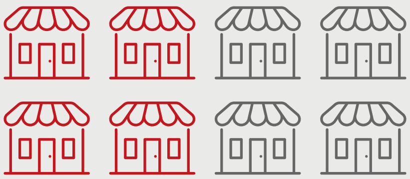
Gain clearer visibility into small businesses and the people behind them

Connect the dots between businesses and consumers to find the right opportunities faster

Reach the decision-makers behind small businesses

Many organizations may already have valuable small business prospects within their existing consumer portfolios, but lack the visibility needed to recognize and engage them. When data is fragmented or outdated and business ownership and influence are unclear, outreach becomes less precise — leading to wasted marketing spend, missed opportunities and lower campaign ROI.

Connecting consumer and business data can help reveal the likelihood that an individual is a business owner or decision-maker, enabling organizations to better understand, identify and target the right small business opportunities with confidence.

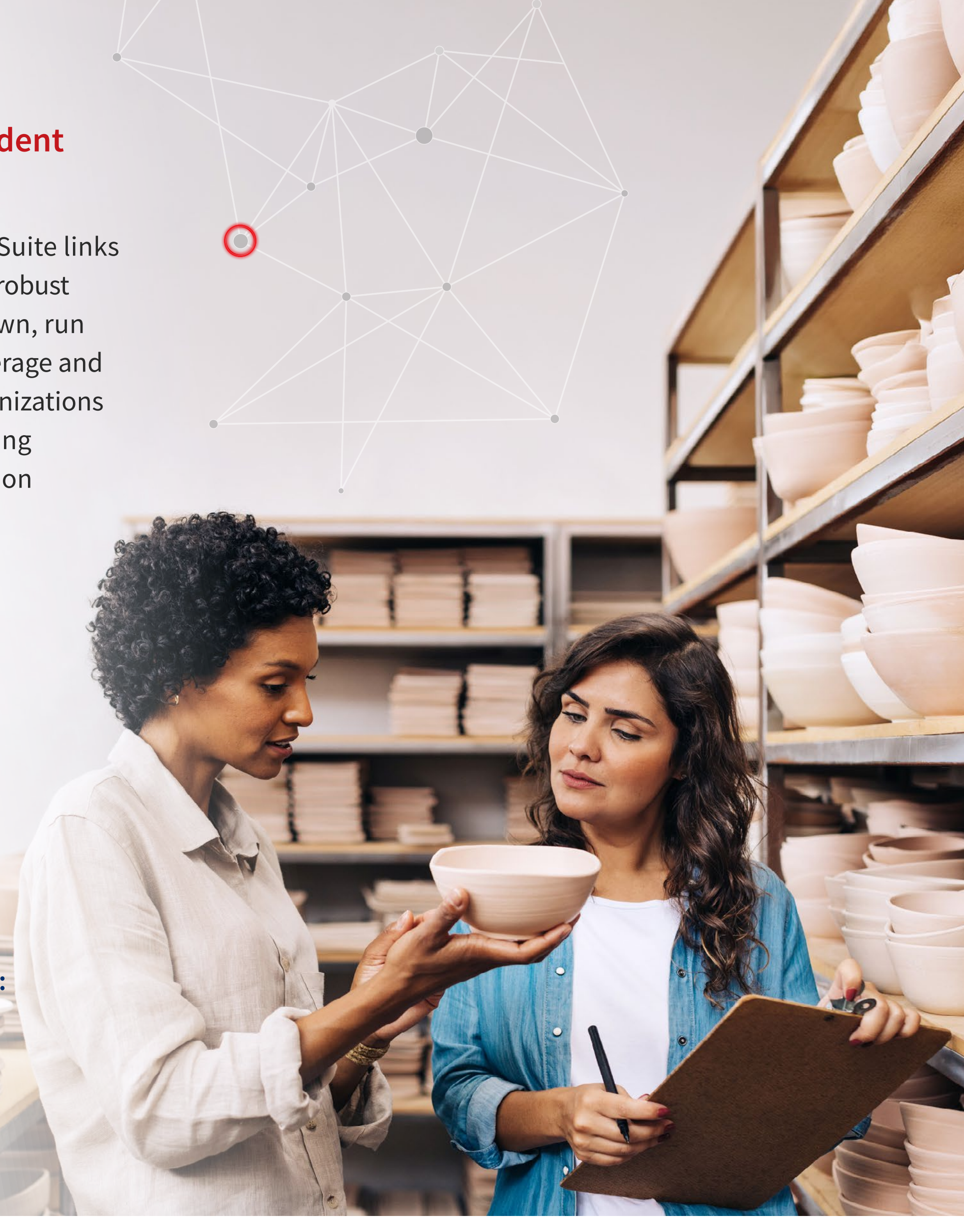


~50%

of small businesses have unmet capital needs.[1]

Enhanced intelligence for more confident small business targeting

The LexisNexis® Business Marketing Solutions Suite links consumer and business data to provide a more robust view of small businesses and the people who own, run and influence them. By enhancing contact coverage and leveraging verified business relationships, organizations can uncover high-value prospects within existing portfolios and focus resources on the acquisition opportunities most likely to convert and grow.



Featuring thousands of trusted data sources, and LexID® linking technology that more accurately connects U.S. businesses and identities, these solutions enable you to:

- Define and segment your market
- Build a unified view of each business
- Identify and prioritize key decision-makers
- Enrich, activate and refine engagement

LexisNexis® Risk Solutions helps you target and engage the right SMBs with the right data:

- 88.3 million businesses in our data set
- 40 million active U.S. SMBs
- 86% of active businesses connected to at least one individual

LexisNexis® Profile Booster

LexisNexis Profile Booster enriches consumer and business data with 130+ model-ready attributes to provide a more robust view of potential targets. Improved predictive capabilities and well-rounded profiles enable you to pinpoint prospects who are more likely to respond to your offers, reduce acquisition costs and increase retention.

Reach more SMB prospects with powerful marketing attributes

- Firmographics
- Business characteristics
- Derogatory history
- Company assets
- Associate information

Leveraging insights from LexisNexis Profile Booster, a top broker-dealer refined campaign targeting to grow their addressable market, improve acquisition and expand investable assets under management.[2]

LexisNexis® Business Unified Profile

LexisNexis Business Unified Profile provides a robust list of U.S. businesses, including key attributes, associated contacts and verified locations. Enhanced contact coverage, improved firmographic information and additional data sources help you define and segment your market with greater precision, and gain a clearer, more complete view of business ownership and influence.

Gain a more accurate and enriched view of the businesses you serve

- Broaden your business contact database with new, high-quality contacts
- Identify gaps, opportunities and areas of competitive advantage
- Enhance precision and coverage with expanded data sources

Small businesses account for **99.9%** of all businesses in the U.S. and represent a valuable untapped market eager for financial services.[1]

LexisNexis® Business People Link

LexisNexis Business People Link connects businesses to consumers — and consumers to businesses — by applying vast data coverage and advanced analytics to LexisNexis Business Unified Profile inputs. This enables you to identify a broader range of individuals associated with a business, as well as other businesses linked to those individuals, improving targeting and discovery of additional opportunities.

Refine your marketing efforts with richer relationship mapping between businesses and people

- Focus marketing outreach on the right contacts to improve response rates and maximize ROI
- Uncover up-sell and cross-sell opportunities within your existing portfolio
- Improve customer acquisition and retention rates

Our tests for leading financial institutions found **10% to 31%** of their portfolios have consumer-to-business associations.[2]

LexisNexis® Principal Score

Now available in LexisNexis Business Unified Profile and LexisNexis Business People Link, LexisNexis Principal Score identifies and ranks associated individuals based on their likelihood of business ownership and influence, so you can engage more confidently with the individuals who drive decisions.

How it works

- Combines consumer and business data to predict which contacts are key decision-makers at a business
- Assigns each contact a numerical value to indicate prioritization and outreach potential

Uncover hidden opportunities within your portfolio

Not all small businesses are equally likely to drive results. By combining trusted data, verified relationships and enriched contact insights, the enhanced LexisNexis® Business Marketing Solutions Suite helps you focus on the prospects and opportunities most likely to drive acquisition, growth and long-term value.

LexisNexis® Risk Solutions delivers the foundation of high-quality, differentiated and enriched data you need to enhance your customer growth strategy while managing risk effectively. With additional layers of insight that enable a granular view of prospects and customers, you can tailor your offerings to meet small business decision-makers where they are.

Start identifying and reaching more relevant and high-value SMB contacts today.

Contact us to learn more:
866.528.0780 or visit risk.lexisnexis.com/customeracquisition

LexisNexis® RISK SOLUTIONS

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions leverages the power of data, advanced analytics platforms and integrated AI solutions to provide insights that help businesses across multiple industries and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit LexisNexis Risk Solutions and RELX.

Sources: 1. U.S. Small Business Administration Office of Advocacy, 2026. "Frequently Asked Questions About Small Businesses 2026". 2. LexisNexis® Risk Solutions internal data analysis