

LexisNexis® Business Unified Profile

Build a more complete
view of small business
prospects

Leverage enhanced business intelligence and contact coverage to define and segment your market with greater precision.

Financial institutions are under increasing pressure to evolve growth strategies, but disconnected and rapidly decaying data can limit visibility into valuable small business prospects within existing portfolios. Organizations looking to identify and engage the right target SMBs can benefit from a consistent, unified view of the businesses they serve.

99.9%

of all businesses in the U.S. are small businesses and represent a valuable untapped market eager for financial services.¹

LexisNexis® Business Unified Profile provides a more complete and accurate view of small business prospects, enabling more precise market segmentation and more targeting strategies.



Enhanced contact coverage

Identify associated contacts for each business



Improved firmographic information

Optimize segmentation with more precise attributes



Additional data sources

Build more complete contact profiles — and reach the right people faster

LexisNexis® Business Unified Profile

LexisNexis Business Unified Profile provides a robust list of U.S. businesses, updated monthly and delivered via batch. It combines deterministic and modeled firmographic information — including annual revenue, employee count and industry classification — with associated contacts and location data to create a single, standardized view of the businesses you serve.

Instead of navigating information silos and data decay, LexisNexis Business Unified Profile delivers a clearer and more accurate picture of the businesses in your portfolio. Expanded data sources and contact coverage help you define and segment your market with greater precision — revealing untapped opportunities and areas for growth.

LexisNexis® Principal Score

Available as an enhancement in LexisNexis Business Unified Profile, LexisNexis Principal Score identifies and ranks associated individuals based on their likelihood of business ownership and influence, so you can more confidently reach the decision-makers behind small businesses.

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

LexisNexis Business Unified Profile is part of the LexisNexis® Business Marketing Solutions Suite

Powered by thousands of trusted data sources, these solutions create a connected workflow to help you define and segment your market, build a unified business view and identify the decision-makers behind small businesses.

Identify and segment your market with greater accuracy.

Contact us to learn more:

866.528.0780 or visit risk.lexisnexis.com/customeracquisition



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.

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Sources: 1. U.S. Small Business Administration Office of Advocacy, 2026. "[Frequently Asked Questions About Small Business 2026](#)".