

Find hidden SMB opportunity within your consumer portfolio

Optimize marketing efforts and increase campaign ROI with a clearer view of consumer-to-business relationships



33.2M

small businesses in the U.S.¹

99.9%

of all U.S. businesses have less than 500 employees²

Grow your small business portfolio

The small business market represents a wealth of opportunity. Small business owners are often eager to adopt credit products, but it can be hard for marketers to identify and target the right prospects.

Many financial institutions already have customers who own or have close ties to small businesses. Leveraging the customer relationships you already have could help open the door to new small business prospects.

Link consumers to their small businesses

LexisNexis® Business People Link pairs our vast sources of both consumer and SMB data with industry-leading linking technology to identify connections between consumers and businesses. This batch business solution enables you to mine your existing customer portfolios to identify and target the most promising SMB prospects.

How can you direct your marketing efforts if you can't identify your targets?

Connect the dots between consumers and businesses to:



Define a strong base of prospects for up-sells and cross-sells



Strengthen customer relationships through individualized service



Tighten marketing outreach efforts to maximize ROI



Retain customers and maximize their lifetime value



Improve customer acquisition and retention rates



Reduce exposure to consumers who have business-related risk

Looking beyond traditional data insights

Drawing on powerful alternative data sets, Business People Link helps augment traditional marketing strategies with powerful alternative data.

Gain richer insights into your customers

Business People Link also allows you to identify customers in your portfolio who have incremental risk connected to their business. Gain deeper insights into those customers who own or are associated with small businesses through:

- *Business performance indicators*
- *Bankruptcy and liens*
- *Decisioning insights through judgment data*

LexisNexis® Risk Solutions provides a detailed view of small businesses by delivering predictive insights lenders might not see with traditional data insights alone.



Vast referential public records data

Utilize our 500 next-generation data elements drawn from our proven data sources.



Seamless integration of consumer and business data

Gain powerful data insights into consumer and business connections with exceptional accuracy.



Proven linking technology and analytics

Connect and resolve business entities quickly and accurately.

Our tests for leading FIs found **10%–31%** of their portfolios had consumer-to-business associations.

Learn how you can uncover small business connections within your customer portfolio.

Contact us at 866.528.0780 or visit risk.lexisnexis.com/products/business-people-link



1. <https://www.forbes.com/advisor/business/small-business-statistics/>
2. <https://www.fundera.com/blog/small-business-employment-and-growth-statistics#>

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses 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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