Get a robust, predictive view of a small business

Sharpen risk decisioning with alternative data attributes for small businesses.

Organizations need data to make informed decisions about small business customers seeking loans. But that data can be difficult to find. Small businesses, especially new businesses, often have a limited data and credit footprint.

LexisNexis® Small Business Attributes fills that gap. It offers robust information about small businesses so you can evaluate their credit and business risk. With relevant data to drive decision-making, you're able to grow your portfolio profitability while managing risk tolerance thresholds.

Powerful data to inform your assessment

LexisNexis® Small Business Attributes gives you access to 373 model-ready data attributes built from more than 10,000 sources of public records, proprietary information and alternative data files. We've synthesized small business data to yield powerful information that helps you to:

- **Develop custom in-house scoring models**
- **Improve decision automation strategies**
- **Streamline business account origination and monitoring**
- **Expand the addressable market**
- **Improve risk assessment across the customer lifecycle**

Available in both API and Batch, LexisNexis Small Business Attributes takes in-house analytics and scoring to a new level with pertinent and predictive small business perspectives.

Target new revenue opportunities

LexisNexis® Small Business Attributes is built on a wealth of alternative data that provides the opportunity to expand your addressable market, including underserved businesses that might otherwise be overlooked or dismissed. Detailed firmographics enable insights to:

- **Identify new markets**
- **Scale lead-generation efforts**
- **Optimize ad targeting**
- **Fine-tune your marketing message**
- **Improve sales ROI**

Alternative data offers fresh insights

LexisNexis Small Business Attributes combines alternative data with business-to-business data to improve business risk assessment throughout the customer lifecycle—across business loan origination, onboarding, account management and collections workflows. Find out about positive and negative events such as derogatory information, lien and judgment details, inquiries and questionable relationships.

Small Business Attributes reveals new insights, like bankruptcies and charge-offs. With better intelligence presented succinctly, you quickly see a more holistic risk picture of the business.

This clearer perspective allows you to differentiate between businesses with similar credit profiles and support smarter segmentation and portfolio ranking.

Improve business risk decisioning with predictive perspective

Small Business Attributes provides volumes, duration, recentness and other insights across 373 model-ready attributes, including:

- **Verification**
- **Assets**
- **Firmographics**
- **Derogatory**
- **Public Records**

- **Structure**
- **Activity**
- **Relationships**
- **Inquiries**

Finally! See small businesses with clarity

Recent and relevant small business data can help you streamline key activities across the business account lifecycle and support informed decisions. Identify new markets, protect against risks and improve decisioning efficiency and profitability with pertinent business intelligence from LexisNexis Small Business Attributes.

LexisNexis®
RISK SOLUTIONS

For more information call 866.858.7246 or visit risk.lexisnexis.com/smbattributes

About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. 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 www.risk.lexisnexis.com and www.relx.com.