



Get the insights you need about your customers, prospects and suppliers.

As a **Cortera® Pulse®** Customer, you have unlimited access to Boost your files within the Pulse application. With **Boost®**, you can quickly and easily append hard-to-find business behavior information to your customer portfolio, prospect list or supplier list— right from your web-based, self-service Pulse platform. With just a few clicks, you can select from a wide array of high-value data elements, append them to your files and only pay for the data that you need. **For as little as \$0.50/record**, Boost is the most convenient way for you to dramatically increase what you know about the companies you care about.

Use Cortera Boost to:

Manage Risk

- Improve A/R performance by improving DSO and reducing bad debt
- Score your entire portfolio for benchmarking and risk assessment
- Conduct risk segmentation to maximize your collection efforts
- Learn overall customer payment behavior with other vendors and find those that can pay you faster
- Identify which customers are slowing in overall payments and take action to reduce your exposure

Drive Revenue

- Pre-qualify prospects
- Identify which customers have earned an increase in credit limits
- Know which companies are growing and likely to buy
- Add insight to learn customer share-of-wallet opportunities
- Accelerate sales with lead scoring by leveraging business behavior data



The **"Risk Quilt"**, which is a feature in Pulse, is a segmentation tool that can be used to identify risk exposure and revenue opportunities within your A/R portfolio. Segments 1-3 focus on your risk exposure, while segments 4-6 focus on your revenue opportunities. **Many Pulse customers use this information to gauge the accounts and records they should Boost.**

My A/R Portfolio

Filters
Customer Type
 All
 Top 10 Balances
 Riskiest Accounts
 Most Collectable
Aging (Days)
 All 31 - 60
 Current 61 - 90
 1 - 30 91+
Total Balance > \$

Late Balance > \$

Go
[Reset Settings](#)
[Show All Companies](#)

The Filter Wizard

The “Filter Wizard” allows you to zoom in and spotlight your riskiest accounts by sorting your “Top 10 Balances”, “Most Risky” and “Most Collectable” accounts. Additional metrics can be selected to sort accounts by specific aging buckets.

Improve Accounts Receivable Performance

Boost your customer portfolio with purchase and payment behavior score insights to understand customers’ purchase and payment habits and predict potential future risk. Cortera Boost returns portfolio results in an easy-to-read and easy-to-interpret format, allowing you to prioritize follow-up activities and collect faster.

With Cortera Boost, you’ll always be out ahead of any potential risk in your portfolio.

- Watch for changes over time to identify potential risk exposure
- Track important trends to see how your customers are paying others
- Proactively drive collections with risk segmentation to maximize your collections efforts
- Monitor your customers’ purchase behavior for leading indicators that signal financial distress
- Use share-of-wallet analysis to drive more revenue within your current customer base

Increase Revenue

Improve your sales targeting by learning more about your sales prospects than you ever thought possible. Use Cortera Boost to quickly and easily append high-quality demographic data and high-value business behavior data—what companies buy, how they pay and more—to your prospect file. This helps increase conversion rates and sales closure rates by providing the relevant, business behavior data and insights needed to efficiently score, prioritize, target and nurture the right sales opportunities.

We make it easy to:

- Know which companies to target and which to avoid
- Discover upsell opportunities in your customer portfolio
- Focus your sales resources on high-quality revenue opportunities—the ones with a high propensity to buy
- Turbo-charge your lead scoring with business behavior data

Save Time and Money

With Boost you are in complete control. Pick and choose the data elements that you would like to append—purchase scores, payment ratings, payment experience details, share-of-wallet insights, parent & ultimate parents, public filings such as bankruptcies, business demographic data, address information and more—you only pay for what you need.

Valuable insights shouldn’t cost a fortune. Cortera Boost pricing is extremely affordable, and the data match and append is ready in minutes.

About Cortera®

Cortera provides B2B analytics and cloud-based workflow solutions that enable companies of all sizes to better understand their customers, suppliers and business partners. Our comprehensive solutions increase visibility into the financial health of your B2B customers while keeping you informed of important changes that traditional credit reporting tools miss. Thousands of companies across diverse industries use Cortera’s solutions to increase revenue, improve sales effectiveness, and reduce risk.

Contact us at [877.569.7376](tel:877.569.7376) to learn more about Cortera Boost.