



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

As a **Cortera®** Customer, you have unlimited access to Boost your files within the 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 the web-based, self-service 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

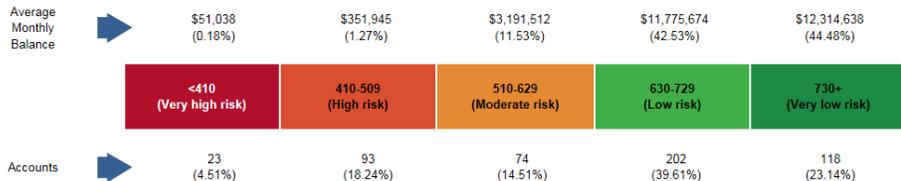
- Pre-qualify prospects
- Identify which customers have earned an increase in credit limits
- Know which companies are growing and likely to buy
- Add insight to learn customer share-of-wallet opportunities
- Accelerate sales with lead scoring by leveraging business behavior data



Often customers use Boost on specific segments of their file. For example, Cortera Pulse includes the **"Risk Quilt"** (above), which is a segmentation tool that identifies risk exposure and revenue opportunities within their A/R portfolio.

Cortera Score Distribution

The Cortera Score is predictive of future financial risk. This chart shows the breakdown of the Cortera Scores for the companies matched from the input file.



The Cortera Score

After running Boost, the report you receive includes details on how your accounts are distributed across the Cortera Score, indicating the number and percentage of accounts that are more or less risky.

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.