

Unique Data & Insights from Cortera, a New Approach for Business Lending

Learn how unique data from Cortera can help you find the right new customers, identify new opportunities and better manage and identify portfolio risk.



Greater Insight Leads to Greater Opportunity

It's no secret that with an improving economy, low loss rates and new market entrants that the competition to gain business lending share is formidable.

In a highly competitive market, traditional approaches and traditional business credit tools will not be enough to identify, acquire, manage and grow lending portfolios profitably.

Cortera brings a fresh approach and a new way of understanding businesses, especially those that are private.

Cortera's core strength is in obtaining data on private companies and providing data points often not collected by other information providers, notably purchase behavior that provides insight into businesses that are: growing or declining, may need capital for growth, outliers (positive and negative) in their industry, unique in their geographic boundaries, and many other characteristics.

By leveraging unique data from Cortera, banks can optimize efforts in acquisition, underwriting and portfolio management.

Unique Data Available from Cortera

The time has come for new, more timely and powerful business insights.

Cortera's dataset includes:

- Purchase behavior insights on over 40 categories, detailing where a business' spend is concentrated
- Longitudinal views of purchase and payment behaviors over 24 months
- Predictive risk scores to understand the overall health of a business
- Year over year growth indices to track increases and decreases in spending across key categories which are key indicators of growth or decline
- Benchmarks of purchase and payment data against industry and geographic metrics
- Pre-defined modeling attributes for easy incorporation into existing or new models
- Demographics – estimations of a company's sales volumes, employees, industry codes, etc.
- Bankruptcy filings and other public records
- Relevant financial news articles

Customer Success Stories

Improving Leads & Conversion Rates in the Field

- A top 25 bank was looking to optimize their prospecting process to generate better leads for business bankers in the field.
- Cortera enhanced the bank's prospect universe with key indicators such as spend categories, growth indicators, risk assessment, and industry segments that helped the bank prioritize their marketing efforts.
- As a result, field bankers have reported a 90% accuracy rate in the leads generated with Cortera data and are seeing increased response rates as a result.

Identifying 'the Whale'

- A non-traditional lender pulled a report from another business credit data provider on a prospective customer and -- based on that report -- they loaned the company 10x their standard loan amount.
- Within a month of the loan being extended, the company went into bankruptcy status.
- A Cortera report from the same time period painted a very different picture of the company. While the company's payments were not significantly delinquent, they had significantly decreased their spending on materials (by 70%) over the previous 12 months and their Cortera score was very low, indicating trouble at the company. Armed with this information, the lender would not have extended the loan.

Get visibility into what matters most with Cortera

Cortera is shaking up the business credit information industry with an innovative approach. We transform highly complex business data, including hard to get data on private companies, into clear and actionable insights. Our comprehensive solutions increase visibility into the financial health of businesses, helping banks gain greater understanding of overall market opportunity and improve sales effectiveness while keeping the bank informed of important changes in the portfolio that traditional credit reporting tools miss.

How is Cortera Different?

Traditional business information solutions don't capture key aspects of behavior that have been used in the consumer credit space for decades.

One of the most important (and predictive) insights employed in consumer and risk marketing analytics – purchase behavior – has been missing from the business information landscape. Until now.

Behavioral data is a crucial component of consumer risk and marketing analytics. What a person buys and how they pay provides valuable insight into whether their default risk is increasing, what stage of life they are in or are moving into, their need for a given financial product and other dimensions that financial institutions evaluate on a daily basis. Businesses are not that different, a great deal of insight can be gained into what and where a company is in their lifecycle by looking at their behavioral data.

Cortera data insights and analytics can be applied across the entire customer lifecycle. Contact Cortera to learn more about incorporating these insights and others into your decision making processes.

Customer Lifecycle

Acquisition & Cross-Sell



- Prospect/customer targeting
- Identify cross-sell opportunities

Risk Assessment



- Application verification
- Risk insights for models and scorecards

Portfolio Management



- Portfolio monitoring
- Fraud investigations

Contact us at **877.569.7376**
to discuss how we can help your institution grow
and manage risk through better data.

Why Rely on Cortera?



We Have Unique Data

It's no secret that more information breeds more informed decisions. Cortera data provides unique insights unavailable from other providers.



We're Easy to Use

We know on-boarding new data can be difficult. That's why we have made it our data easily accessible through XML and batch interfaces. Additionally, we have resources with industry expertise who can work with you to identify best applications of the data for your business objectives.



We are Priced Competitively

We leverage state of the art technology to deliver a comprehensive and robust dataset, allowing us to keep our solutions competitively priced.