



SMALL BUSINESS IDENTIFICATION SOLUTION

Go big with small businesses: Get the facts and contacts to convert leads fast

You may be missing out if you're not targeting the largely untapped small business market. Instead, take a proactive approach with TransUnion. We help you grow your portfolio by supplying valuable contact information about small business owners and decision makers.

Grow your small business portfolio

Identify whom to target with the TransUnion Small Business Identification Solution. You'll get detailed information matched to your current customers—perfect for cross-selling opportunities. We've got you covered for new customer acquisition as well—including targeted extract and prescreen tools.

- NAICS code
- Industry description
- Number of employees
- Home business
- Match confidence score
- Title
- Years in business
- Business name and address
- Annual revenue
- Legal entity

Identify valuable new prospects and cross-sell leads among existing customers

Target the right person at small businesses using our proprietary matching solution based on small business, executive, and consumer information.

Small Business Identification Solution success rate:

- Tested consumer and known small business files at two financial institutions
- Results exceeded the small business identification goal of a 8-10% aggregate match rate with a match rate of up to 23%. In addition, more than 75% of records had a very high confidence level that the business was still active

LEARN MORE

To learn more, call **844-245-4071** and select **option 3** from the main menu.

Cross-selling on target

Even if institutions can identify their small business customers, often the data is not enough to optimize marketing campaigns toward the customers with the most revenue potential. The TransUnion Small Business Identification Solution is designed to return critical, comprehensive information to help you prioritize your marketing efforts:

- Small business loan officer engagements
- Targeted direct mail
- Call center leads
- Branch sales
- Point of sale

Stronger, more strategically prioritized leads

Today, many small business acquisition leads are treated equally—without insight into the quality or potential of the lead. The TransUnion Small Business Identification Solution is designed to help you optimize efforts and resources during the acquisition process by delivering comprehensive information.

- **Detailed match type information:** Consumer to business name, address and phone match results
- **Confidence score** indicates the overall confidence that the business remains active
- **Address and phone numbers** verified by national telco source
- **Filters** such as Number of Years in Business, NAICS Code Range, and Revenue Range available for further segmentation

Choose the flexible solution options that make the most sense for your business			
Standard option <i>Available for online delivery only</i>	Premium option <i>Choose from a wide range of small business characteristics available online and in batch delivery</i>		
Small Business Indicator Flag	Annual revenue	Business type	Ownership structure
	Business address	Business update date	Match type
	Business name	Home business	Revenue trend
	Business open/close dates	Location type	NAICS code
	Business owner name	Number of employees	Sole proprietor indicator
	Business phone number	Number of years in business	Title

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Identify cross-sell leads among existing customers, as well as generate valuable new prospects

BATCH

- Find small business owners and receive business attributes such as NAICS code, years in business and revenue
- Complete an overlap analysis to cross-reference businesses and consumers to discover new cross-sell opportunities
- Identify executives within your commercial portfolio and access updated business firmographics and executive contact information

ONLINE

- Identify small business owners at consumer point of sale to maximize cross-sell opportunities

Quick facts

- The solution draws data on more than 30 million small business records across the U.S., derived from more than 70 data sources
- Online input configuration includes consumer name, address and optional SSN which is used to identify possible small business owners
- Better segmentation through customizable outputs including match criteria and optional filters
- Disclosure not necessary—adverse action not permitted
- Online availability as standalone or add-on to TransUnion credit report or model report
- Batch availability in standard or custom formats including TransUnion's efficient TU Direct processing option