



# Streamline loan decisioning and grow deposits

## Drive high-quality loan growth with better income data

Imagine having clear, accurate income data on all current and potential members.

We put source of truth data underpinned by IRS tax returns at your fingertips. Powerlytics data covers 100% of U.S. households and adds zero friction to the applicant experience.

### Completely frictionless data means:

- ✓ Better member experience
- ✓ Fewer applicant drop-offs
- ✓ Less adverse selection
- ✓ Higher quality loan portfolio

### Improve credit decisioning processes to:

- ✓ Quickly verify ability-to-pay for personal loans, auto loans, credit cards, and more
- ✓ Expand proactive credit line increases to improve member engagement
- ✓ Optimize pre-screening for targeted offerings

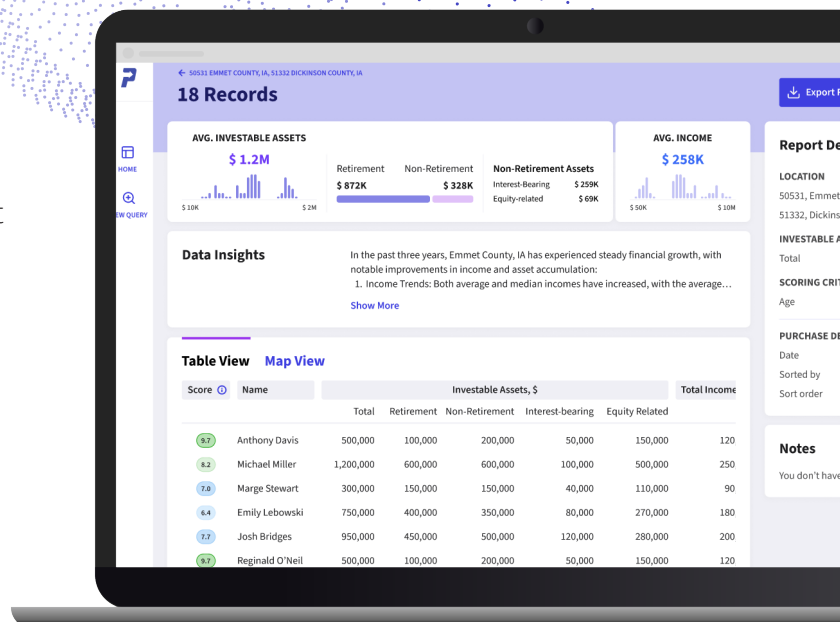
## Grow deposits with highly accurate interest-bearing asset data

Powerlytics data can help your credit union understand total interest-bearing assets for all members and prospects in your field of membership. Interest-bearing assets include deposits, CDs, money market funds, and treasuries, and are an excellent proxy for any household's deposit potential.



## Use Powerlytics data to:

- ✓ Identify new members with the highest deposit potential in your field of membership
- ✓ Capture greater wallet share with current members
- ✓ Reach out with targeted offers utilizing full contact information, including name, address, email address, and phone number



## Accurate, comprehensive data on 100% of U.S. households and businesses

### Income estimates and confidence scores you can trust

Our proprietary and permissionless data sets are unmatched for coverage and accuracy and require no permission for use. Our database, originally developed by a team of PhD economists, is built on authoritative economic records from multiple government agencies, covering over 150 million households and 200 million adults in the U.S., providing a truly unique and actionable resource.

Contact us at [sales@powerlytics.com](mailto:sales@powerlytics.com) or [www.powerlytics.com](http://www.powerlytics.com).

## About Powerlytics

Powerlytics is transforming the way credit unions, banks, lenders and wealth management firms achieve growth by delivering accurate, comprehensive data on 100% of U.S. households and businesses. Our proprietary data sets, built from trusted U.S. government sources, deliver frictionless, objective data for more strategic growth and risk-based decision-making. Accomplish more with better data at Powerlytics.com.