

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:

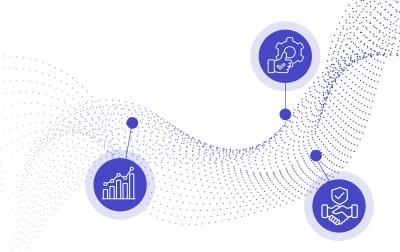
- Better member experience
- Sewer applicant drop-offs
- Less adverse selection
- ✔ Higher quality loan portfolio

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

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		\$ l	ESTABLE ASSETS 1.2M 1.11	Retirement \$ 872K		\$ 328K Interes	Retirement Assets t-Bearing \$ 259K related \$ 69K		INCOME 258K	Report Location 50531, En 51332, Di
	Data Insights			In the past three years, Emmet County, IA has experienced steady financial growth, with notable improvements in income and asset accumulation: 1. Income Trends: Both average and median incomes have increased, with the average Show More						INVESTAI Total
				1. Inco		oth average and m	edian incomes have	increased, with	the average	SCORING Age
	Tab	ble Vie	ew Map View	1. Inco Show M		oth average and m	edian incomes have	increased, with	the average	Age PURCHA Date
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			· · ·	1. Inco Show M	lore		ets, \$	Equity Related		PURCHA
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	Sco	9.7 8.2	Name Anthony Davis	1. Inco Show M Total 500,000	Retirement 100,000	Investable Asse Non-Retirement 200,000	tts, \$ Interest-bearing 50,000	Equity Related 150,000	Total Income	Age PURCHA Date Sorted by Sort orde
	Sco	9.7 8.2	Name Anthony Davis Michael Miller	1. Inco Show M Total 500,000 1,200,000	Retirement 100,000 600,000	Investable Asso Non-Retirement 200,000 600,000	rts, \$ Interest-bearing 50,000 100,000	Equity Related 150,000 500,000	Total Income 120 250	Age PURCHA Date Sorted by Sort orde
	Sco	9.7 8.2 7.0	Name Anthony Davis Michael Miller Marge Stewart	1. Inco Show M Total 500,000 1,200,000 300,000	Retirement 100,000 600,000 150,000	Investable Asse Non-Retirement 200,000 600,000 150,000	tts, \$ Interest-bearing 50,000 100,000 40,000	Equity Related 150,000 500,000 110,000	Total Income 120 250 90	Age PURCHA Date Sorted by Sort orde

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 or 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.