Powerlytics

Accomplish more with better data
Source of truth data on 100% of U.S. households and businesses

Survey or consortium-based data can be subjective, inaccurate, and incomplete. Powerlytics leverages source of truth data that is accurate, complete, and frictionless.

Our unique approach was originally built by a team of PhD economists, integrating data from the IRS, Census Bureau, and Department of Labor. Today we compile and harmonize 15+ government data sets to offer a truly one-of-a-kind, actionable resource tested and used by some of the largest financial services companies in the U.S.

Efficient lead generation

- Pinpoint optimal customer profiles to efficiently attract high-value targets
- Drive loan, deposit, and AUM growth
- Understand and grow share of wallet
- Target small businesses that fit your product or service

Informed risk decisioning

- Streamline loan decisioning
- Determine probability of default
- Optimize collections outcomes with powerful capacity-to-pay scores
- Improve portfolio risk management
- Expand proactive credit line increases

Frictionless data, designed for better decision-making

Consumer data

- Based on the anonymized tax returns of 150+ million households and 200+ million adults back to 2004
- Accurate view of household income, wealth/investable assets, and deposits
- Aggregated to the zip+4 area code, averaging three-four households
- Includes close to:
  - 200 financial variables from the Form 1040 and all primary schedules
  - 3,000 data transformations (highly predictive of consumer behavior)

Business data

- Underpinned by anonymized tax returns of 33+ million for-profit businesses back to 2007
- Complete financial statements, ratios, and performance quartiles
- Data can be filtered by:
  - 1,000+ industry groups (NAICS)
  - Location
  - Company size
  - Revenue
  - Employment
  - Legal form (corporations, partnerships, sole proprietorships)

Schedule a demo today
Explore our platform and solutions at **powerlytics.com** | Reach us at **sales@powerlytics.com**