BrightQuery

▶ USE CASES FOR FINANCIAL SERVICES
Find Pre-Qualified SMBs That Meet Your Desired Criteria

Target SMBs with Direct Mail (incl. Owner's Residence), Phone & Email to Grow Deposits & Loans

BQ DIFFERENTIATORS: ABC
- **Accuracy:** Derived from govt. filings, including IRS, Dept. of Labor, and over **80K** state and local agencies
- **Breadth:** 360-degree view of the business, including firmographics, ownership, legal status, KYC checks, detailed financials, executives, contacts, branches / locations
- **Coverage:** All companies & owners in the U.S. tracked (**74 million** companies, **97 million** legal entities, **229 million** contacts, **64 million** emails, **60 million** phones)

BQ PRODUCTS
- **BQ Prospector:** Find pre-qualified B2B leads to achieve your Sales & Marketing goals.
- **BQ KYB Append API**: Append Firmographics, Financials & Legal Entity details to leads & customers.
- **BQ Bulk Data Feeds:** Ingest BQ Data into your platform (ERP, Salesforce, Hubspot, AWS, etc.)
- **BQ Custom Extracts & Models:** Custom BQ data extracts for your needs & make special data requests from U.S. government agencies

USE CASES FOR BANKS, CREDIT UNIONS, FINTECHS & INSURTECHS

Append Critical Information to Existing Customers

Products: BQ KYB Append API; BQ Custom Extracts & Models

○ Firmographics: name & DBA; HQ & legal address; EIN; website, LinkedIn; industry (NAICS, SIC)

○ Financials & Credit: Revenue, Headcount, BQ Credit Score, Net income, Cash, Total assets, Short term & long-term debt, Financial ratios & margins, SBA loans

○ Corporate Family Tree & Compliance Checks: Ultimate parent & children entities, legal status with Sec of State; OFAC check; tax liens; active indicator

Find New Customers That Meet Your Criteria

Products: BQ Prospector; Look-Alike Modeling

- All prospects are pre-qualified
  ○ Businesses are legitimate
  ○ Pass legal and compliance checks typically required in onboarding process (KYC, legal status, OFAC, etc.)
- Targeting methods
  ○ Direct mail: residential address of business owner
  ○ Phone, email
  ○ Programmatic: LiveRamp, custom segments
  ○ CRM Integration
- Selection criteria
  ○ Revenue, headcount
  ○ BQ Credit Score
  ○ Cash, total assets, debt
  ○ Who they have banked with (SBA loans)
  ○ Industry (NAICS, SIC), location

Identify New Opportunities With Existing Customers

Products: BQ KYB Append API; BQ Bulk Data Feeds

- Consumer clients
  ○ Identify business owners
  ○ Revenue, headcount of their business
  ○ Industry (NAICS, SIC) of their business
  ○ Cash, total assets, debt of their business
  ○ SBA loans with (if any)
- Business clients
  ○ Other legal entities and businesses they own
  ○ Revenue, headcount of their other businesses
  ○ Industry (NAICS, SIC) of their other businesses
  ○ Cash, total assets, debt of their other businesses
  ○ SBA loans with (if any)

Peter Zhang, CEO, LeadGen

"BQ data is highly effective for targeting qualified small business owners with commercial loan offers. We use BQ for direct dial campaigns, finding that about 4% of phone calls are successfully referred to loan brokers, which far exceeds the usual 1% we previously obtained with other lead sources."

Timothy Li, CEO, Kuber Financial

"BQ allows us to identify small business owners among consumer profiles with a high degree of accuracy, and thereby conduct more effective direct mail campaigns targeting these folks with consumer loan offers. Knowing that a consumer owns a business creates a remarkable 40% difference in the response rate to the loan offer."

Documentation, Fields, and Coverage: https://docs.brightquery.com/index.html