

BANKS AND CREDIT UNIONS: Target Pre-Qualified SMBs That Meet Your Desired Financial Criteria

Target SMBs with Direct Mail (including their residence), Phone & Email to Grow Deposits & Loans

BQ DIFFERENTIATORS: ABC



- **Accuracy:** Derived from government filings, including the IRS, Dept. of Labor, and over 80K state and local agencies
- **Breadth:** 360-degree view of the business, including ownership, legal status, KYC checks, detailed financials, branches
- **Coverage:** All companies & owners in the U.S. tracked (74 million companies, 229 million contacts)

BQ DATA: Over 900 fields



- Pre-qualified SMBs (KYC, financial & legal checks passed)
- Revenue & headcount from filings (99% fill rate)
- NAICS as reported to government (97% fill rate)
- Cash & debt from filings (87% fill rate)
- Residential address & phone of business owners (49% fill rate)
- Banking relationships (via SBA and other loans)

BQ PRODUCTS: Get list of leads or append your records



- **BQ Prospector:** Build a list of SMBs and their owners to target
- **BQ Append API:** Append BQ data to your accounts, one record at a time

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."

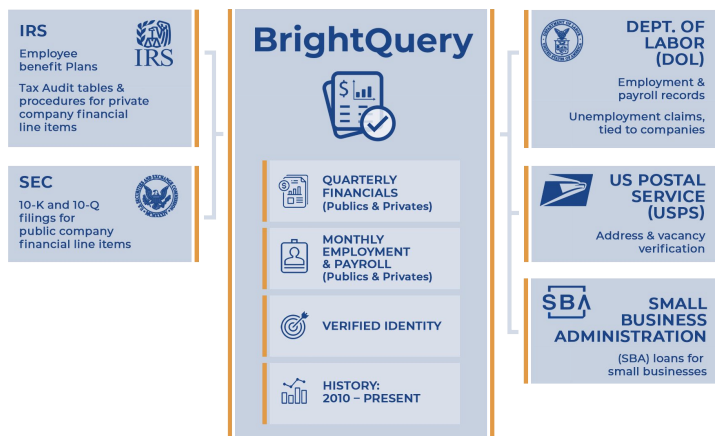
Timothy Li, CEO, Kuber Financial

"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."

U.S. COMPLETE COVERAGE

- 97 Million Legal Entities
- 290 Million Locations
- 24 Million Companies and LEs with EINS
- 150 Million Executives
- 61 Million Residential Addresses
- 62 Million Email IDs
- 59 Million Phone Numbers
- 64 Million Organizations with Financials (Income statement & balance sheet)

ALL VERIFIED GOVERNMENT SOURCES



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