

# Alternative Data: Expand Your Universe



We can help you expand your approval population while maintaining loss expectations by identifying opportunities to underwrite emerging consumers.

25%

of U.S. consumers are considered "thin file."

They have fewer than 5 items in their traditional credit histories.



By adding information from alternative credit data sources such as on-time rental data,

23%

may move from thin file to thick file status.<sup>1</sup>



**Telecommunications, Energy and Cable Risk Model<sup>SM</sup>:** Tri-bureau leveled, industry-specific score for telecommunications, energy, and cable companies to increase scorable populations and views of customer behaviors.

Credit invisibles would shrink to **5 million** if energy, utility and telephone firms reported timely and late-payment data<sup>2</sup>.

5M



**Extended View Score:** A fully FCRA-compliant risk model designed to evaluate the creditworthiness of thin-file and no-file consumers who have little to no traditional credit history.

**3 unique data sources** used to score: credit, rental, public records.



**Alternative financial services:** Alternative financial credit information including payday and short-term installment loans and inquiries for the majority of the United States subprime population.

**62 million** U.S. consumers rely on alternative financial services.



**Rental data:** RentBureau includes detailed, positive and negative rental payment history information on more than 18 million consumers in the United States.

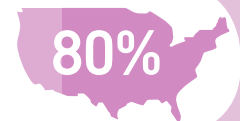
In an Experian study, subprime residents **decreased 19%** with the addition of rental data.

19%



**Account aggregation:** Permitted by the consumer, a real-time data collection of his financial accounts (bank, credit card, investment and business) in a single location to digitally verify income and assets.

Data covers **80%** of all financial accounts in the United States.



<sup>1</sup> Experian Alternative Data RFI Comment CFPB-2017-0005-0001

<sup>2</sup> Policy and Economic Research Council (PERC) and Brookings Institution study