



The Data Advantage Framework: 4 Steps to Smarter Lending

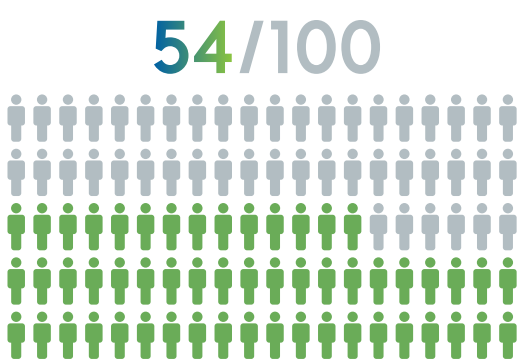


Unleash your lending potential with integrated solutions connecting cross-platform data, insightful analytics, & swift automation to drive results.



Access Comprehensive Data With MeridianLink® Data Connect

54% of financial institution leaders say **data silos are significant barriers** to innovation and competitive growth.¹



Gather **key information to uncover insights faster** with MeridianLink Data Connect, a solution that provides an **aggregate view of your data across all platforms**.



Activate Your Data With MeridianLink® Insight

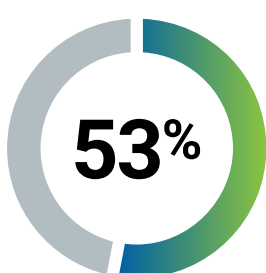
Organizations with mature operational business intelligence **cut decision cycle times by 64%**.²



Make **real-time decisions based on the most current available data underscored** by MeridianLink® Insight dashboard analytics and reports.

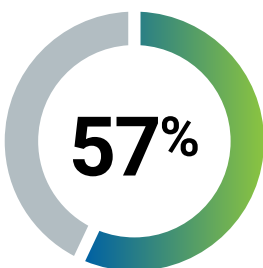


Personalize Experiences With MeridianLink® Engage



Financial institutions using 4+ channels for engagement campaigns have seen a **53% improvement in conversions**.³

57% of FI execs have yet to implement a unified consumer view, suggesting data silos and impeding AI-driven personalization.³

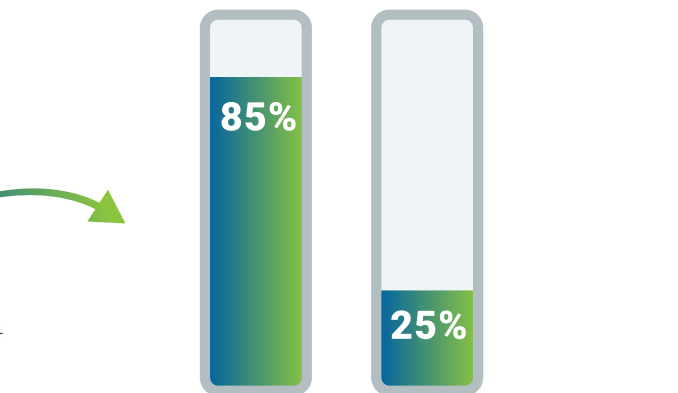


Turn **data-driven insights into personalized, multichannel outreach campaigns** connecting qualified borrowers to relevant offers through MeridianLink Engage.



Optimize Your Decisions With Reveal Pro

Financial institutions leveraging consumer behavioral insights **outperform peers by 85% in sales growth** and **over 25% in gross margin**.⁴



Automate underwriting and decisioning with tailored strategies based on consistent performance reports and simulations, all within MeridianLink® Consulting Reveal Pro services.

Your Data-Driven Journey Begins **Here**



See how integrated MeridianLink® solutions can help you harness your data to spur loan portfolio growth rooted in fast, personalized experiences.

SOURCES

- 1 BAI
- 2 LinkedIn
- 3 CleverTap
- 4 McKinsey & Company

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