



The Data Advantage Framework:

# 4 Steps to Smarter Lending

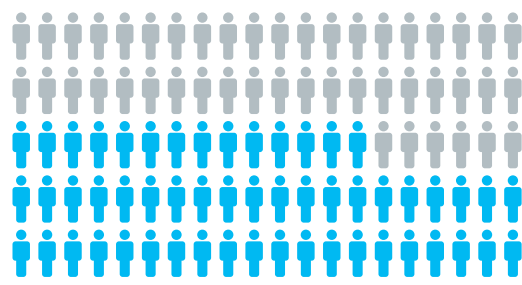
Unleash your lending potential with integrated solutions connecting cross-platform data, insightful analytics, & swift automation to drive results.



## Access Comprehensive Data With MeridianLink® Data Connect

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

54/100



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%**.<sup>2</sup>

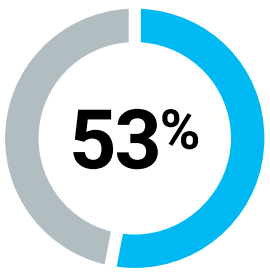
64%



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

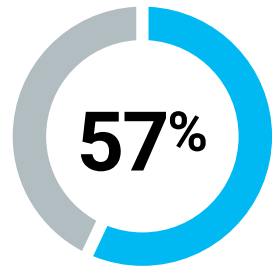


## Personalize Experiences With MeridianLink® Engage



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

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

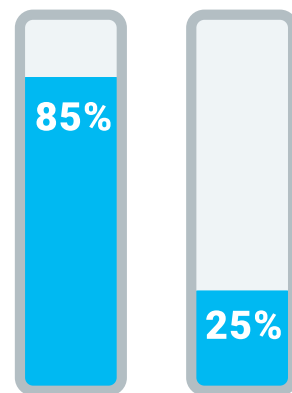


Turn **data-driven insights into personalized, multichannel outreach campaigns** connecting qualified borrowers to relevant offers through MeridianLink Engage.



## 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**.<sup>4</sup>



**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.

SCHEDULE A DEMO TO LEARN MORE

SOURCES  
1 BAI  
2 LinkedIn  
3 CleverTap  
4 McKinsey & Company