

# Identifying Small Business Owners Among Consumer Cardholders



## Challenges/Opportunities

A leading U.S. business card issuer sought to increase the universe of consumer cardholders that could be cross-sold business cards.

## How We Helped

Using Advisors' small business propensity model, we identified probable small business owners within the issuer's consumer card portfolio and compared them to those identified by the issuer using homegrown targeting models. We used the outcome of the data analysis to help the issuer refine its algorithm so that it incorporated the most reliable set of descriptive attributes for identifying likely prospects for business cards.

## Results

Advisors' data and modeling uncovered twice as many probable business owners in the issuer's consumer card portfolio than the issuer had previously identified.