

How Financial Institutions Can Use
Market, Public & Commercial Insights:

THE ESSENTIAL GUIDE TO EXTERNAL DATA



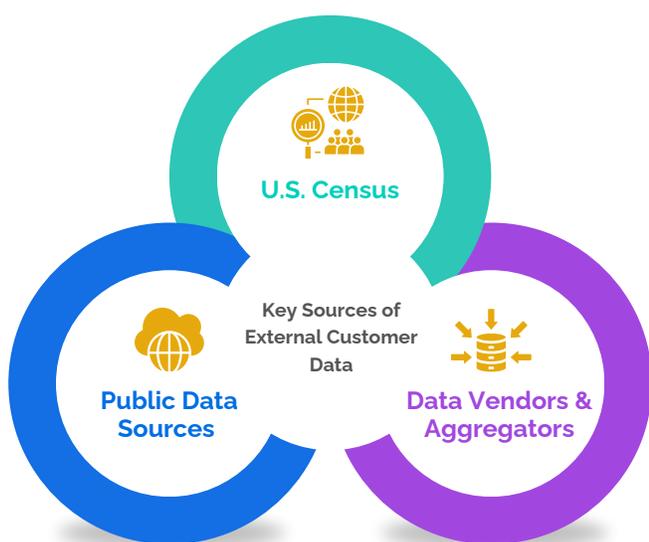
Executive Summary

Credit unions and financial institutions can supercharge member engagement and drive financial growth by harnessing external customer data. This white paper explains how key data sources—both publicly available and from top-tier vendors—can help you:

- **Boost Deposits & Product Adoption:** Create targeted strategies backed by granular, actionable insights.
- **Enhance Member Experience:** Use detailed demographic, economic, and behavioral data to better serve your community.
- **Strengthen Competitive Positioning:** Become the trusted financial partner by understanding local market nuances.
- **Drive Measurable ROI:** With BlastPoint’s comprehensive data consolidation, cleaning, and enrichment, transform your raw data into complete 360° member profiles that power our AI-driven, personalized experiences—ultimately driving deposits and growth.

Data as the Cornerstone of Growth

In today’s competitive landscape, data isn’t just numbers—it’s your roadmap to success. By integrating detailed external data with your internal insights, you can uncover hidden opportunities, tailor product offerings, and drive sustained financial growth. This paper explores both publicly available data and a broad network of data vendors, showing you exactly how to access, understand, and utilize these resources for smarter, member-focused decisions.



● U.S. Census

A decennial survey that collects demographic, social, and economic data for government use and research.

● Public Data Sources

Government-provided datasets that are freely accessible and cover a wide range of information, such as economic, demographic, and geographic data.

● Data Vendors & Aggregators

Companies that collect, sell, and combine data from various sources to provide valuable insights for businesses and organizations.



Leveraging the U.S. Census: The ACS & Beyond

1 American Community Survey (ACS)

The American Community Survey (ACS) is an ongoing survey conducted by the U.S. Census Bureau that provides detailed demographic, social, economic, and housing data about the U.S. population. Unlike the decennial Census, which is conducted every 10 years, the ACS is performed annually, offering more up-to-date insights for government agencies, researchers, businesses, and policymakers.

Overview & Granularity:

- Frequency & Detail: The ACS delivers annual updates on income, education, employment, housing, and more.
- Geographic Levels:
 - Census Block Groups (CBGs): The smallest geographic units, typically containing 600 to 3,000 people—ideal for hyper-local insights.
 - Census Tracts: Larger areas designed to hold about 4,000 people each, providing neighborhood-level trends.
 - County and City Levels: Broader insights that help frame regional strategies.

Examples of Data:

- Household composition by age and income bracket
- Educational attainment and employment status
- Housing characteristics such as ownership rates and dwelling types

How It Benefits Your Institution:

- Targeted Product Development: Design financial products, like homebuyer programs or college savings plans, that align with local demographic trends.
- Customized Member Engagement: Craft marketing messages that resonate with specific community segments using hyper-local data insights.

Access Instructions:

- Visit www.census.gov.
- Navigate to the "Data" section and select ACS, Decennial Census, Population Estimates, or County Business Patterns.
- Download your chosen datasets in CSV or Excel format.

2 Decennial Census, Population Estimates, & County Business Patterns

The Decennial Census is a complete count of the U.S. population conducted every 10 years (in years ending in "0"), as required by the U.S. Constitution. It aims to count every person living in the U.S. at the time of the survey.



Overview & Granularity:

- Decennial Census: Provides a comprehensive snapshot every 10 years for nationwide demographic profiles.
- Population Estimates: Offers updated figures between censuses to track demographic shifts.
- County Business Patterns: Delivers detailed data on local economic activity, including the number of establishments and employment figures.

How It Benefits Your Institution:

- Long-Term Trend Analysis: Use decennial data to understand demographic shifts over time and plan long-range strategies.
- Local Economic Profiling: Identify emerging market opportunities and tailor your services to regional economic conditions.

Access Instructions:

Follow the same steps on www.census.gov as outlined above.

Other Public Data Sources with Granular Insights

3 FDIC Data

The Federal Deposit Insurance Corporation (FDIC) Data consists of various datasets related to the banking industry, including information on financial institutions, their performance, and economic conditions.

Granularity & Examples:

- Data Points: Branch-level performance, asset quality metrics, and regional market trends.

How It Benefits Your Institution:

- Identify market risks and optimize branch performance to drive deposit growth.

Access Instructions:

1. Visit the FDIC's [Analysis & Research section](#).
2. Browse available reports and datasets on bank performance and regional trends.
3. Download data in your preferred format.

4 NCUA Resources

The National Credit Union Administration (NCUA) is the independent federal agency that regulates, supervises, and insures credit unions in the United States. It provides various resources and data to help credit unions, researchers, and policymakers understand industry trends, compliance requirements, and financial performance.

Granularity & Examples:

- Data Points: Detailed performance metrics, member demographics, and regulatory insights specific to credit unions.
- How It Benefits Your Institution: Refine product offerings and risk management strategies tailored to your members.



Access Instructions:

1. Visit [NCUA.gov](https://www.ncua.gov).
2. Navigate to the “Data & Research” section.
3. Register if necessary and download the available reports and raw data files.

5 Federal Reserve Economic Data (FRED)

Federal Reserve Economic Data (FRED) is a vast, publicly accessible database maintained by the Federal Reserve Bank of St. Louis. It provides economic, financial, and demographic data from various sources, including U.S. government agencies, central banks, and international organizations.

Granularity & Examples:

- Data Points: Macroeconomic indicators such as interest rates, employment figures, and GDP trends.
- How It Benefits Your Institution: Incorporate broad economic trends into strategic planning and adjust product strategies based on economic shifts.

Access Instructions:

1. Visit fred.stlouisfed.org.
2. Use the search bar to find specific economic indicators relevant to your market.
3. Download the data using the available export options.

6 Bureau of Labor Statistics (BLS)

The Bureau of Labor Statistics (BLS) is a U.S. government agency that collects, analyzes, and publishes economic data related to labor, employment, wages, and productivity. It operates under the U.S. Department of Labor and provides key insights into the U.S. job market and economy.

Granularity & Examples:

- Data Points: Local employment figures, wage trends, and industry-specific labor data.
- How It Benefits Your Institution: Predict consumer spending power and tailor financial products to local labor market conditions.

Access Instructions:

1. Visit bls.gov.
2. Explore the “Data” section to filter by region, industry, or specific labor metrics.
3. Download datasets in your desired format.

The Rich Landscape of Data Vendors & Aggregators

Data vendors offer key insights, from credit profiles (Experian, Equifax) to business metrics (Dun & Bradstreet), with niche providers specializing in consumer sentiment and market trends.



Specialized Data Vendors

- **Credit Bureau Data:** Providers like Experian, Equifax, and TransUnion deliver detailed consumer credit profiles and spending behaviors.
- **Commercial & Business Data:** Vendors such as Dun & Bradstreet and CoreLogic offer granular business performance metrics and property data.
- **Industry-Specific Vendors:** Niche providers deliver targeted datasets—from consumer sentiment analyses to regional market behavior studies.

Data Aggregators

Data aggregators like Statista, Pew Research Center, and Data USA & Trading Economics combine multiple sources to offer curated insights on statistics, trends, and economic data.

- **Statista:** Offers curated statistics and visual data that aggregate multiple sources into easy-to-digest charts and infographics.
- **Access Instructions:** Visit [Statista](#) (subscription may be required for full access).
- **Pew Research Center:** Provides in-depth studies and trend analyses on consumer behavior and public opinion.
- **Access Instructions:** Visit [Pew Research Center](#).

- **Data USA & Trading Economics:** Combine government data with real-time economic indicators for a comprehensive view.
 - **Access Instructions:**
 - Visit [DataUSA.io](#).
 - Visit [Trading Economics](#).

How It Benefits Your Institution:

- **Fine-Tuned Segmentation:** Identify micro-segments within your market for hyper-targeted campaigns.
- **Enhanced Risk Profiling:** Use detailed credit and financial histories to offer more personalized product offerings and improve risk assessments.

BlastPoint's Comprehensive Data Network: Consolidation, Cleaning & Enrichment

How We Make It Easy

At BlastPoint, we consolidate, clean, and enrich your internal data by integrating it with a rich mix of public and premium vendor data. The result? Complete 360° member profiles that power our machine learning and AI engine—delivering actionable insights and automating personalized experiences at scale.



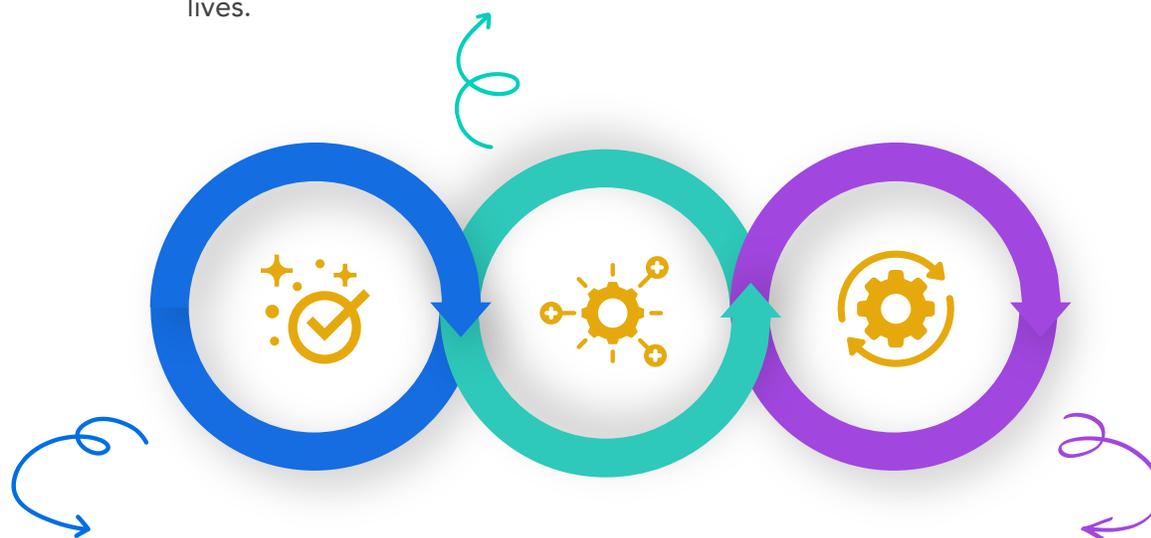
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Seamless Data Enrichment

By merging your data with detailed external sources—from ACS and FDIC to NCUA, FRED, BLS, and beyond—we create comprehensive profiles that reflect every facet of your members' lives.



Data Consolidation & Cleaning

We focus on your data, standardizing and cleansing it to ensure accuracy and consistency.

Actionable Intelligence & Automation

These 360° profiles fuel our AI engine, enabling personalized experiences that drive deposits, cross-sell additional products, and enhance overall member engagement.

With BlastPoint, you no longer need to navigate a labyrinth of disparate data sources. We deliver a unified, enriched view of your members—right at your fingertips.



Real-World Success Stories

Success Story: P1FCU

BlastPoint's Impact on Generating \$410K for P1FCU from Checking Accounts

P1FCU, a credit union in North Idaho, struggled with member engagement for their Checking Account product. BlastPoint's analysis identified key demographics, refining outreach strategies and projecting \$117K–\$410K in revenue, showcasing significant ROI.

Challenges

P1FCU faced the challenge of enhancing engagement and adoption of their Checking Account product among members, requiring data-driven insights to optimize marketing and drive revenue.

Solutions

BlastPoint segmented P1FCU's members by key traits and propensity scores, optimizing marketing efforts. This led to 50 new Checking Accounts, 100 new credit cards, and a projected \$117K–\$410K in revenue.

Results

- \$410K in revenue this year

[Download the full case study to see how P1FCU used data-driven insights to drive growth and boost member engagement.](#)

Success Story: Credit Union

Driving \$230K Growth Through Indirect Member Engagement

BlastPoint's Member Intelligence Platform enabled a regional credit union to secure an estimated \$230K in new deposits and drive engagement 80% higher than competing credit unions. By turning hard-to-reach indirect members into loyal members, BlastPoint delivered transformative results and deeper member relationships.

Challenges

Engaging indirect members—those who joined through channels like vehicle dealership loans—who typically show lower interaction and loyalty, with the goal of converting them into direct, loyal members.



Solutions

The solution involved using BlastPoint's AI insights to identify high-engagement members, targeting them through the most effective channels, and executing a personalized campaign that drove new deposits and strengthened member relationships.

Results

- 80% indirect member engagement over competing credit unions
- 36% engagement rate with indirect members
- \$230K in estimated new deposits from a single AI-driven automated campaign

[Download the case study to see how they're outperforming competitors by turning indirect members into loyal advocates!](#)

Success Story: Financial Institution

Driving \$26M in New Business: A 4% Customer Growth Surge Powered by Data

A Midwest bank surpassed the industry's standard growth rate, achieving a 4% increase in customer accounts and generating an estimated \$16M in new deposits and \$10M in new loans by leveraging BlastPoint's platform.

Challenges

Expanding its customer base by better understanding local community needs and outperforming the industry's average growth rate.

Solutions

The solution involved using BlastPoint's AI insights to analyze customer data, identify untapped segments, and develop targeted campaigns that drove a 4% customer growth, \$16M in new deposits, and \$10M in new loans.

Results

- 4% increase in customer account, 2x industry average
- \$16M in estimated new deposits
- \$10M in estimated new loans

[Download the full case study to discover the strategy behind 2x industry growth!](#)



Turning Data into Actionable Strategies

The landscape of external customer data is vast—and filled with opportunity. By harnessing detailed datasets from the ACS (at granular levels like Census Block Groups and Tracts), FDIC, NCUA, FRED, BLS, and leveraging the power of leading data vendors and aggregators like Statista, Pew, Data USA, and Trading Economics, credit unions and financial institutions can drive significant improvements in member engagement, product adoption, and overall financial performance.

Contact BlastPoint Today!

Ready to harness the power of your data? Let BlastPoint be your guide in transforming information into growth.

[Contact us today](#) to discover how BlastPoint's data-driven insights can help your credit unions and financial institutions succeed in the evolving digital landscape. Let us help you create a more connected, personalized experience for your members.

For more information, a personalized demo, or to request your white paper download, visit www.blastpoint.com or email us at info@blastpoint.com.