



# Industry Intelligence for Credit Unions

**Specific, timely industry data sources  
to build relationships and increase  
business development.**



## CONNECT WITH BUSINESS MEMBERS ON A DEEPER LEVEL

In order to better serve business members and expand into the Commercial and Industrial (C&I) lending space, it is important for anyone tasked with business development to be equipped with the latest, most relevant industry knowledge. Vertical IQ is used by many credit unions for actionable insights across hundreds of industries, empowering them to become trusted advisors within their communities. More than just market research, we deliver high-impact, tactical industry data and research that makes you an expert in your members' businesses, becoming their trusted advisor.

## HOW INDUSTRY INTELLIGENCE HELPS

**Enhance engagement** with your members by showing genuine interest and deeper knowledge of their industries.


**Gain confidence** by fostering meaningful conversations with members and building credibility.

**Save time** and prepare for calls in minutes, enabling you to become an industry insider and financial specialist.

**Add marketing value** by sharing co-branded industry insights directly with your members.

**Support your community** by putting your members' unique needs first.

**Understand the credit risks** within an industry enabling you to make more informed decisions.



TO LEARN MORE ABOUT HOW INDUSTRY INTELLIGENCE  
FROM VERTICAL IQ CAN GIVE YOUR TEAM AN EDGE,  
CONTACT US AT 919.787.4600 OR [INFO@VERTICALIQ.COM](mailto:INFO@VERTICALIQ.COM).