

What can Benchmarking deliver to you?

- The trends over time compared with competitors
- How many lenders, loans and borrowers are covered
- If the market is competitive enough or if it is a monopoly
- The effect of the recent regulation and economic change
- The level of financial inclusion

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EVERYDATA



**BENCHMARKING
MARKET INSIGHTS**

What is **Benchmarking**?

Benchmarking is a suite of reports, graphs and statistics by EveryData that can show a subscriber's performance across the key measures for sales activity and delinquency relative to the industry.

Find out:

- What is your market share?
- Are you your customer's No. 1 choice?
- What are the current market conditions?
- Are there any new business opportunities?
- How successful was your recent marketing campaign?
- How does your risk management compare with your competitors?

How is it **used**?

- Statistics are built based on consolidated data from the Credit Bureau
- Strategic use of EveryData Benchmarking can help steer commercial strategies
- Institution's position vis-a-vis competitors, evaluate their performance and customize strategy

Benchmarking consists of several chapters

Market Overview

General market statistic, key measures for sales activity and delinquency levels, financial market competitiveness, market share, products proportion/ penetration et al.

Subscriber's Portfolio

Subscriber's portfolio performance relative to the overall industry trends grouped by:

- Sales
- Results
- Risk Performance
- Demographics

Risk Grade Dynamics

General market statistic, key measures for sales activity and delinquency levels, financial market competitiveness, market share, products proportion/ penetration et al.

Single/ Multiple Lenders Analysis

Proportion of active Subscriber's customers currently having loans with other lenders, their product preferences and repayment behaviour.

