



Prestigious Italian Bank Leverages Online Reputation as a Financial Assessment Tool



The Challenge

In 2020, one of the major banks in Italy, and a customer of The Data Appeal Company, launched the integration of Sentiment data (of SMEs) into their credit underwriting algorithms.

The bank's goal was to collect, analyze and leverage Sentiment data to:

- **Enrich their proprietary B2B database and create a more complete profile of each business customer**, including details on customer satisfaction, territorial location, contact information and services provided.
- **Incorporate sentiment data into their creditworthiness and underwriting algorithm** to make the evaluation process more reliable, accurate and fast



Sentiment data provides banks with an even more complete, detailed and reliable economic picture of SMEs, therefore making it easier to evaluate its lendability and credit worthiness.

Our Solutions

The bank provided The Data Appeal Company with an **initial list of 98,000 SME customers to analyze**. For each commercial client, The Data Appeal Company has mapped and collected current and historical data on the business's:

- **Popularity**
- **Sentiment**
- **Business information** (geo-coordinates, contact information, services provided, hours of operation, etc.)

To make the analysis more reliable and complete, The Data Appeal Company has also **developed a proprietary VAT Matching algorithm**, which allows users to verify and validate the correspondence between brands and the VAT number of the individual businesses under analysis.

The data, provided in **API format**, was seamlessly integrated into the banking institution's internal system and made available to all of the bank's branches.

The Results

The applications of Alternative Data and new technologies based on Artificial Intelligence offered by The Data Appeal Company have proven invaluable and versatile, going beyond the bank's initial forecasts. This project has not only exceeded objectives, but has also supported the bank to **improve the effectiveness of customer acquisition and commercial credit underwriting**.



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[OUR CONTACTS](#)

SVP SALES
Marco Zuffanelli
 +39 335 302880
 marco.zuffanelli@datappeal.io

CHIEF OF INTL BUSINESS DEVELOPMENT
Leonardo Piras
 +39 338 6376794
 leonardo.piras@datappeal.io

INTL. MARKETING & PARTNERSHIPS MANAGER
Hannah Babineau
 +39 342 1055347
 hannah.babineau@datappeal.io

The Results

- **MORE RELIABLE AND SECURE CREDIT SCORING ALGORITHMS**

The bank has enhanced their commercial credit underwriting and risk management system, integrating reputational and Sentiment data into their algorithms. This has allowed for a more complete and accurate understanding of a business's value, economic performance and competitive positioning.

- **RISK MITIGATION & STRATEGIC INVESTING**

The greater reliability of the bank's algorithms has reduced the risks associated with the insolvency of loans and investments.

- **ENRICHMENT OF THE SME DATABASE**

Thanks to the new information obtained, the bank has enriched the profiles of old and new customers with in-depth and real-time qualitative and quantitative data.

- **LEAD QUALIFICATION & IMPROVED CUSTOMER AND TERRITORY EVALUATION**

The Sentiment and popularity datasets linked to both companies and territories has allowed the sales staff to target the most relevant companies to offer targeted banking products as well as identify areas and companies with the highest investment potential.

- **REAL-TIME ACCESS TO ACCURATE AND SCALABLE INFORMATION**

The data and technology at The Data Appeal Company support the real-time analysis of any business around the world. In Italy alone, there are around 6,500,000 unique VAT numbers. This offers ample room for growth and accuracy for the bank's smart lending process.



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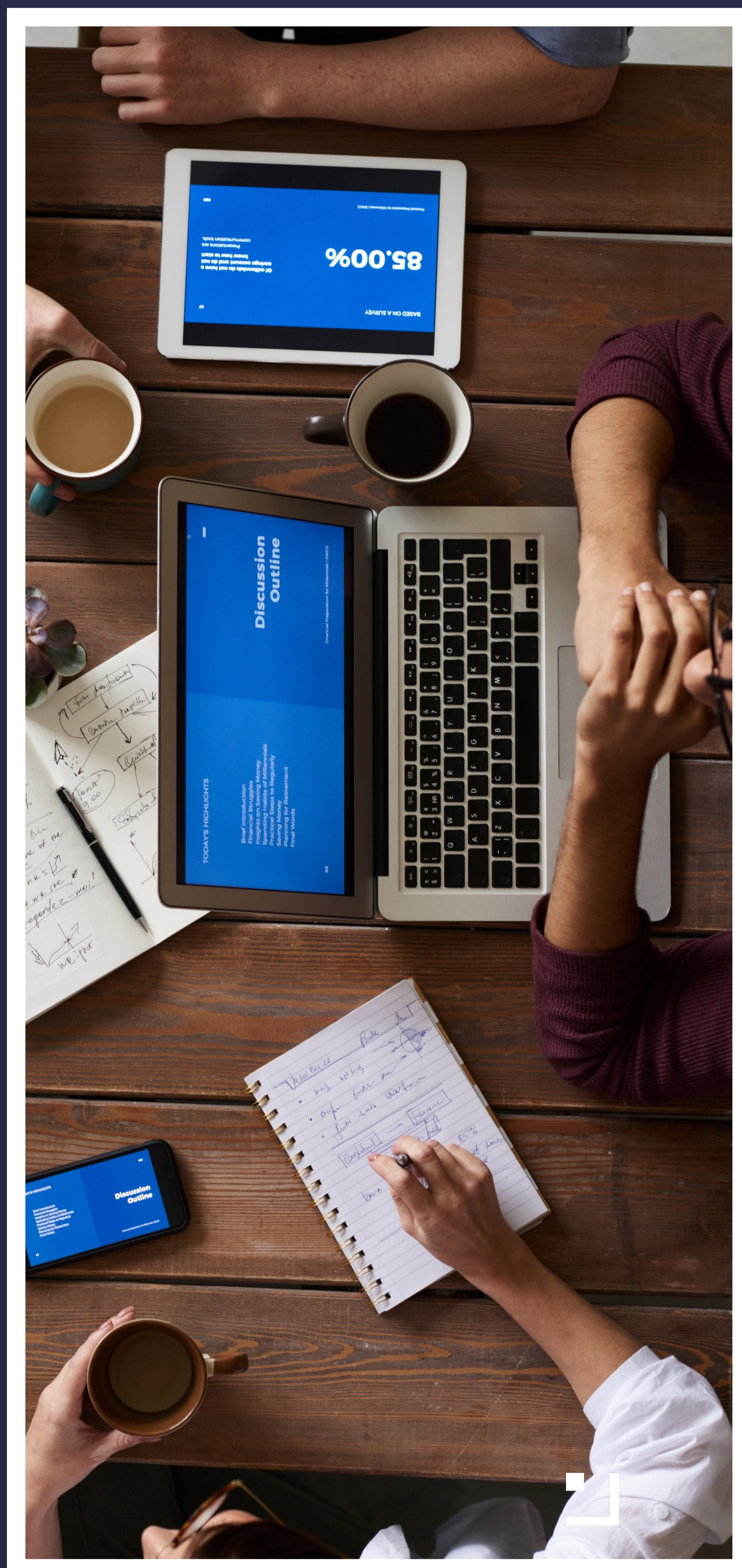
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THE DATA APPEAL COMPANY

Solutions & Alternative Data for the Finance Industry

Leverage comprehensive and real-time data on human experience, points of interest (POI), and any location around the world. **We understand what drives human behaviour. You gain a competitive advantage.**



Granting a loan, evaluating an investment, reducing the risk associated with a new business: traditional financial information alone is no longer enough to make the right decisions.

The Data Appeal Company supports major international banking institutions with the most complete and reliable dataset of Alternative Data on the market, invaluable for validating and completing client profiles as well as:

- Location Intelligence analysis
- Historical data of the popularity and customer satisfaction for any business across 17 different industries
- Rich analysis of external and contextual factors (climate, events, traffic, competitors, demand, flights, etc.)

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