

Alternative data: your key to understanding and serving every member



Credit unions exist to serve all members of their communities. Yet millions of financially responsible individuals remain invisible to conventional scoring. To further their mission of inclusion, credit unions need a more complete view of each member's financial health.



Net income for the credit union system totaled **\$14.4 billion in 2024**, representing a **3.6% decrease** from the previous year.¹



Traditional credit data only tells part of the story

Traditional credit data provides a strong foundation, but it has blind spots. Those with limited or no credit history often fall outside the reach of affordable loans, leaving opportunities on the table and opening the door for fintechs and other competitors already using alternative data to better assess risk and expand access.



An estimated **1.4 billion people** worldwide are unbanked, meaning they lack access to financial resources.²



62% of financial institutions already use alternative credit data to enhance risk profiling and credit decisioning.³

Gaining a complete view of member financial health

Alternative data doesn't replace traditional credit information; it enhances it. By integrating new data sources, credit unions can gain a more complete and accurate understanding of member creditworthiness, enabling them to assess their members' true financial health even when traditional credit reports are sparse or incomplete.

The regulatory landscape is also evolving to recognize the responsible use of alternative data as a powerful tool for promoting fair lending and inclusion. Forward-thinking regulators and industry leaders now understand that these data points can help reduce bias and ensure equitable access to credit when used transparently and ethically.

Just as important, members themselves are demanding more modern and inclusive credit experiences that reflect their real-world financial behaviors.



On average, **74% of a credit union's** unsecured credit card portfolio was made up of super prime and prime credit tiers.⁴



More than half of credit-invisible consumers want to build their credit, but don't know how.⁵



96% of U.S. adults are scoreable with alternative credit data.⁶

Empowering you to lend smarter and fairer

With advanced alternative data that enhances visibility, supports improved decision-making and promotes inclusive growth, credit unions can better understand their members, strengthen underwriting and fulfill their mission of financial inclusion.

Cash flow data

Gain real-time visibility into income, expenses and account stability. These insights reveal financial consistency and spending patterns that improve underwriting accuracy and help identify creditworthy members with limited credit history.

Clarity data

Access deeper insights into underserved and thin-file populations. Clarity's alternative credit information helps uncover responsible financial behaviors beyond the traditional credit file, enabling fairer, more inclusive lending decisions.

Advanced scoring models

Combine traditional and alternative data for greater predictive power. Our scoring models use advanced analytics to enable credit unions to assess risk more precisely and responsibly expand approval opportunities.

Behavioral attributes

Uncover new indicators of member stability and repayment likelihood. These behavioral insights provide a comprehensive view of financial health, supporting more personalized lending and fostering stronger member relationships.



Lenders can **increase approval rates** by up to 30% by leveraging cash flow data and attributes.⁷



38% of consumers with a credit union inquiry matched to Clarity alternative finance data.⁸

The strategic advantages of alternative credit data

Marketing and prescreening

Use alternative data to develop more inclusive marketing and prescreening strategies that target new segments, thereby expanding opportunities while ensuring responsible growth.

Account management

Leverage alternative data to gain deeper insights into your members' ongoing financial behavior, enabling proactive engagement, timely support and tailored product offerings.

Underwriting

Assess financial stability and repayment capacity that traditional data may overlook by using data sources such as Experian's cash flow and Clarity data, enabling lenders to confidently approve more qualified members.

Risk management

Use alternative data to supplement traditional metrics to give a clearer view of your members' ability and willingness to repay, even during dynamic economic conditions, to enable precise decisioning.

Member growth

Expand your reach without compromising your mission of inclusion. Alternative data enables credit unions to say "yes" to more members, fostering stronger relationships and community trust through personalized financial solutions.

Competitive positioning

Provide modern, inclusive credit experiences that enhance your brand, foster member trust and build lasting loyalty in a competitive landscape.

The future of inclusive lending

Alternative data isn't optional; it's crucial for credit unions to succeed and stay competitive with innovative financial institutions. Let us assist you in modernizing responsibly, expanding access inclusively and building lasting trust throughout your community.

Learn more ➔

Why partner with us

- We have 14+ years of dedicated investment in the credit union space.
- 10 largest credit unions by asset size leverage our solutions.
- Our U.S. credit data has a 99.9% accuracy rate for more confident decisions.

Get started today ➔



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Sources:

¹National Credit Union Administration (2024). [Quarterly Credit Union Data Summary](#).

²Lung, H. (2024, July 29). [Why financial inclusion is the key to a thriving economy](#). World Economic Forum.

³Experian data from January 2022 to October 2024.

⁴Whitepaper | [Reaching New Heights Together with Financial Inclusion](#). (2025). Experian.

⁵Ocañas, A. (2024). [Survey: Almost 60% of Credit-Invisible Consumers Want to Build Credit](#). US News & World Report.

⁶Experian (2022). [Financial Inclusion Internal Job Aid](#).

⁷Experian internal study on proprietary data.

⁸Credit union inquiries, April - June 2025.