

The State of Lending 2024

As lenders head into a new year, some valuable economic trends are taking shape

Large financial institutions are playing it safe

Despite recent stabilization, macro-economics spur conservative lending

- » Inflation concerns continue
- » Rising interest rates
- » Increased cost of living
- » Consumer credit card debt at highest levels
- » Student loan forbearance ending
- » Delinquency rates on the increase

While consumer demand remains strong

Near-term success hinges on changing consumer profiles and opportunities. Online lenders must:

- » Closely monitor portfolio performance
- » Understand and optimize end-to-end unit economics
- » Provide performance feedback data to refit/rebuild existing models
- » Continuously test new data sources, tools, and strategies
- » Remain mindful of regulatory changes

Alternative Credit Data and Machine Learning support cautious growth

- » Identify and underwrite “invisible consumers” and non-prime consumers likely to become profitable accounts
- » Address lender’s financial inclusion goals
- » Solve consumer’s desire for quick and seamless “digital first” approval and onboarding
- » Drive consumer satisfaction and repeat customers — typically the most profitable borrowers

Learn how Accelitas can help

[REQUEST A FREE CONSULTATION](#)

Email: sales@accelitas.com

Call: 415-842-7715

www.accelitas.com

About Accelitas

Accelitas® is reimagining financial access through the transformative power of data. Our AI-powered predictive analytics and alternative data sources deliver fast, fair, and frictionless ways to help companies achieve business growth and financial inclusion. Powered by the real-time web services of its Accelerated Insight® Platform, the company provides innovative ways to seamlessly validate accounts and accept more creditworthy borrowers. The company is headquartered in Petaluma, California.