

Small Business Insurance Prefill API

Instant data for small business and associated individuals from a single source

Save applicants time and increase conversions

When a consumer is asked to provide lengthy, detailed information about their business in an application for insurance, loans, or other financial products, they can get discouraged and the information they enter can be sloppy or incomplete.

This information may not be on-hand, and the manual entry of that data is a time-consuming task that makes it less likely consumers will complete a quote, causing them to abandon the application process altogether.

The Small Business API returns accurate multi-sourced information from our database associated with the searched individual/business name and their address, including:

- **NAICS Code**
- **Estimated Revenue**
- **Number of Employees**

What used to take several minutes to complete and represented a hurdle in the online application process, is now quick, easy, and creates a positive experience for future customers. We designed the Small Business API to access our proprietary set of micro-business data. The fast-growing gig economy is creating an explosion of micro-businesses (roughly five or fewer employees), accounting for side jobs. We return the most accurate, up-to-date information on those businesses as well.

Using the Small Business prefill for applications will reduce the time it takes for the applicant to complete and submit an application, reduce errors and increase the amount of data provided.

40+ Data points including:

- NAICS code
- SIC code
- Primary industry
- Entity type
- Alternate names
- Number of locations
- Number of employees
- Phone number
- Revenue
- Headquarters location
- Parent company
- LinkedIn URL
- Domain name
- Website and more