



Top 100 Data Tags for Financial Institutions

Get cleansed, enriched transaction data and curated insights for retail and business users on the daily.

Our team of data engineers and library scientists work together with our machine learning model to create accurate first-party data enrichment results. These are the top 100 most popular data tags used by Alkami Data & Marketing Solutions customers. There are more than 50K additional data tags available to create hyper-personalized, targeted account holder experiences.

To learn more, contact your Alkami representative.

Data Tag	Description
CONSUMER	An account holder who is a consumer
CONSUMER CHECKING	An account holder who has a consumer checking account with your financial institution
CONSUMER MORTGAGE LOAN	An account holder who has a consumer mortgage loan with your financial institution
BUSINESS	An account holder who is a business
ACCOUNT IN DELINQUENCY	An account holder who has an account in delinquency with your financial institution
CONSUMER HOME EQUITY	An account holder who has a consumer home equity line of credit with your financial institution
COMPETITIVE MORTGAGES	A consumer who has a mortgage loan with another financial institution
COMPETITIVE HOME IMPROVEMENT LOANS	A consumer who has a home equity loan with another financial institution
COMPETITIVE HOMEOWNER'S INSURANCE	A consumer who has homeowner's insurance with another financial institution
COMPETITIVE HOME EQUITY LINE OF CREDIT	A consumer who has a home equity line of credit with another financial institution
CONSUMER MONEY MARKET	An account holder who has a consumer money market account with your financial institution
COMPETITIVE INVESTMENTS	A consumer who has an investment product with another financial institution
CONSUMER AUTO LOAN	An account holder who has an auto loan with your financial institution
CONSUMER CREDIT CARDS	An account holder who has a credit card with your financial institution
COMPETITIVE CREDIT CARDS	A consumer who has a credit card with another financial institution
AGGREGATE DEPOSIT BAL: \$50,000 - \$99,999	An account holder who has an aggregate average daily balance in this range
AGGREGATE DEPOSIT BAL: \$100,000 - \$249,999	An account holder who has an aggregate average daily balance in this range
CONSUMER SAVINGS ACCOUNT	An account holder who has a savings account with your financial institution
COMPETITIVE GENERAL LOANS	A consumer who has a loan with another financial institution
COMPETITIVE CONDOMINIUM OWNERS INSURANCE	A consumer who has condo owners' insurance with another financial institution
AGGREGATE DEPOSIT BAL: \$25,000 - \$49,999	An account holder who has an aggregate average daily balance in this range
AGE: 18-20	An account holder within this age range
AGGREGATE DEPOSIT BAL: \$250,000 - \$499,999	An account holder who has an aggregate average daily balance in this range
AGGREGATE DEPOSIT BAL: \$10,000 - 24,999	An account holder who has an aggregate average daily balance in this range
EXTERMINATOR SERVICES	An account holder who makes payments for exterminator services
LANDSCAPING SERVICES	An account holder who makes payments for landscaping services
CONSUMER SAVINGS	An account holder who has a savings account with your financial institution
PLUMBING SERVICES	An account holder who makes payments for plumbing services
AGE: 21-24	An account holder within this age range
CONSUMER CERTIFICATE OF DEPOSIT	An account holder who has a certificate of deposit with your financial institution
CONDOMINIUM OWNER	A consumer who makes condo association payments
SWIMMING POOL CONSTRUCTION & MAINTENANCE SERVICES	An account holder who makes payments for pool services
HVAC SERVICES	An account holder who makes payments for HVAC services
AGE: 25-34	An account holder within this age range
CONSUMER DEPOSIT ACCOUNTS	An account holder who has a deposit account with your financial institution
CONSUMER ESTATEMENTS	An account holder who is enrolled in e-statements
SHOPPING FOR A MORTGAGE	A consumer who visits your financial institution's mortgage webpage
RENTER	An account holder who makes rent payments or renters' insurance
SAVINGS AVG DAILY COLLECTED BALANCE: \$50,000 - \$99,999	An account holder who has an average daily savings account balance in this range
CONSUMER BORROWING	An account holder who has a lending product with your financial institution
COMPETITIVE RETIREMENT PLANS	A consumer who has a retirement plan account with another financial institution
SAVINGS AVG DAILY COLLECTED BALANCE: \$25,000 - \$49,999	An account holder who has an average daily savings account balance in this range
SHOPPING FOR A HELOC	A consumer who visits your financial institution's HELOC webpage
SHOPPING FOR A HELOAN	A consumer who visits your financial institution's HELOAN webpage
AGE: 35-44	An account holder within this age range
SAVINGS AVG DAILY COLLECTED BALANCE: \$10,000 - 24,999	An account holder who has an average daily savings account balance in this range
COMPETITIVE SAVINGS ACCOUNTS	A consumer who has a savings account with another financial institution
AGGREGATE DEPOSIT BAL: \$500,000 - \$749,999	An account holder who has an aggregate average daily balance in this range
BUSINESS CHECKING	An account holder who has a business checking account with your financial institution
AGGREGATE DEPOSIT BAL: \$750,000 - \$999,999	An account holder who has an aggregate average daily balance in this range
SAVINGS AVG DAILY COLLECTED BALANCE: \$5,000 - \$9,999	An account holder who has an average daily savings account balance in this range
CONSUMER INVESTMENTS	An account holder who has an investment account with your financial institution
COMPETITIVE FLOOD INSURANCE	A consumer who has flood insurance with another financial institution
DEBIT CARD SWIPES LAST 45D: 0	An account holder who has zero debit card swipes in the last 45 days
AGGREGATE DEPOSIT BAL: \$1,000,000-\$2,499,999	An account holder who has an aggregate average daily balance in this range
AGE: 45-54	An account holder within this age range
COMPETITIVE AUTOMOBILE FINANCING	A consumer who has auto financing with another financial institution
AGE: 55-64	An account holder within this age range
CHK AVG DAILY COLLECTED BALANCE: \$50,000 - \$99,999	An account holder who has an average daily checking account balance in this range
CHK AVG DAILY COLLECTED BALANCE: \$100,000 - \$249,999	An account holder who has an average daily checking account balance in this range
EMPLOYEE	An account holder who is employed at your financial institution
CHK AVG DAILY COLLECTED BALANCE: \$250,000+	An account holder who has an average daily checking account balance in this range
COMPETITIVE BUY NOW PAY LATER	A consumer who uses buy now pay later transactions with another financial institution
CONSUMER DEBIT CARD	An account holder who has a debit card with your financial institution
COMPETITIVE RENTERS INSURANCE	A consumer who has renters insurance with another financial institution
AGE: 75+	An account holder within this age range
COMPETITIVE BUSINESS FINANCING	A business user who has business financing with another financial institution
BUSINESS BORROWING	An account holder who has a business borrowing product with your financial institution
CONSUMER ONLINE BANKING ENROLLED	An account holder who is enrolled in online banking with your financial institution
CHK AVG DAILY COLLECTED BALANCE: \$25,000 - \$49,999	An account holder who has an average daily checking account balance in this range
CHK AVG DAILY COLLECTED BALANCE: \$10,000 - 24,999	An account holder who has an average daily checking account balance in this range
SHOPPING FOR AN AUTO LOAN	A consumer who visits your financial institution's auto loan webpage
EMAIL ADDRESS ON FILE	An account holder who has an email address on file with your financial institution
MONEY MARKET AVG DAILY COLLECTED BALANCE LAST 30D	Insights about an account holder's average daily money market account balance
SHOPPING FOR A CHECKING PRODUCT	A consumer who visits your financial institution's checking account webpage
CHK AVG DAILY COLLECTED BALANCE: \$5,000 - \$9,999	An account holder who has an average daily checking account balance in this range
AGGREGATE DEPOSIT BAL: \$2,500,000-\$4,999,999	An account holder who has an aggregate average daily balance in this range
AGE: 65-74	An account holder within this age range
COMPETITIVE CRYPTOCURRENCY SERVICES	A consumer who uses cryptocurrency services from another financial institution
PAYS LESS THAN THE FULL CC PMT AMOUNT	An account holder who pays less than the full credit card payment amount with your financial institution
SHOPPING FOR A CREDIT CARD PRODUCT	A consumer who visits your financial institution's credit card webpage
HELOC UTILIZATION: 0%	An account holder who holds a HELOC with your financial institution but has used 0% of the funds available
DIRECT DEPOSITS PROCESSED LAST 45 DAYS	An account holder who has had a direct deposit processed with your financial institution in the last 45 days
BUSINESS PRODUCTS	An account holder who holds a business product with your financial institution
COMPETITIVE SWEEP ACCOUNT	A consumer who has a sweep account with another financial institution
COMPETITIVE PAYDAY ADVANCE LOANS	A consumer who has a payday advance loan with another financial institution
ACCOUNT CHARGE OFF	An account holder who has had an account charged off with your financial institution
AUTO REPAIR SERVICES	An account holder who makes auto repair service payments
CD AVG DAILY COLLECTED BALANCE LAST 30D	An account holder who has an average daily certificate of deposit account balance
AGGREGATE DEPOSIT BAL: \$5,000 - \$9,999	An account holder who has an aggregate average daily balance in this range
SHOPPING FOR A CD PRODUCT	A consumer who visits your financial institution's certificate of deposit webpage
COMPETITIVE SMALL ONLINE LOANS	A consumer who has a small online loan with another financial institution
CD EXPIRATION 01-30 DAYS	An account holder who holds a certificate of deposit with your financial institution that will expire in the next 30 days
CONSUMER HOME EQUITY LINE	An account holder who has a home equity line of credit with your financial institution
COMPETITIVE EQUIPMENT FINANCING	A consumer who has equipment financing with another financial institution
AGGREGATE DEPOSIT BAL: \$5,000,000-\$9,999,999	An account holder who has an aggregate average daily balance in this range
HOME IMPROVER	An account holder who transacts with home improvement stores or contractors
CONSUMER UNSECURED LOAN	An account holder who has an unsecured loan with your financial institution
SHOPPING FOR A SAVINGS PRODUCT	A consumer who visits your financial institution's savings product webpage
TOWING COMPANIES	An account holder who makes payments to auto towing companies