

Data enrichment

Enhance customer intelligence and enable effective lead follow-up

Experian Data Quality's data enrichment services provide better insight into individuals at the point of interaction. Businesses can now tailor messages, prioritize leads, personalize offers and improve engagement online, over-the-phone and through marketing communications.

The need for third party intelligence continues to increase as organizations look to improve consumer engagement and prospecting efforts. Without accurate and complete consumer data, businesses will continue to rely on flawed analytics, ultimately harming the customer experience and diminishing operational efficiency.

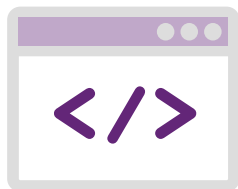
Benefits of data enrichment

Our data enrichment software provides greater consumer insight for more effective marketing and business processes. Experian's data sets can provide you with a number of information types, including demographic, behavioral, household, life event, geographic, and more. When this information is paired with your own internal data, you can create a more complete customer profile and provide them with a more personalized user experience.

Using data enrichment will:

- Ensure personalized messaging
- Improve marketing return on investment
- Increase website conversion and streamline lead follow-up

Features



Flexible integration methods to suit any technical environment privacy and security



Wide breadth of attributes including consumer, business, and geolocation data



Unparalleled data accuracy from Experian's ConsumerViewSM database



Top security measures backed by Experian, a global leader in data

We offer three varieties of data enrichment services

Data enrichment based on the IP address

Use our web service to predict the location of the IP address of your customers and gain insight into hundreds of attributes that enable personalized website displays, increased site conversion, and ability to provide a more personalized user experience.

Data enrichment based on name and address

Leverage this service to increase insight at the point of consumer data collection. The software verifies contact information, provides additional data attributes, and can score the record for actionable follow-up, all in real time.

Predictive modelling using data enrichment

Build models with predictive analytics to prioritize lead follow-up, provide tailored product or offer recommendations and enable more intelligent interactions. We offer a real-time web service or take advantage of our seasoned analytics consultants to make smarter decisions with our industry-leading data sets.

Real-time data enrichment connects businesses to Experian's vast consumer data and provides more timely and specific insights. Organizations will be able to gain information into their online audience or build individualized insight on their customer databases.

Examples of consumer insight offered from data enrichment

Behavioral insights	Demographic insights	Financial insights
Interest in arts and culture	Age	Propensity to buy
Community views	Occupation	Credit worthiness
Healthy living	Life stage	Wealth indications
Channel receptivity	Socio-economic interests	Investor status

Ready to get started? With Experian Data Quality's data enrichment solutions, you can better understand your customers and provide a more personalized experience to your target audience.

[Start your free trial](#)