



Consumer Phone Append

Reach More Customers via Phone or SMS

Inbound Insight's consumer phone append services tap into multiple privacy-compliant U.S. databases containing more than 1 billion records. New phones are added frequently so you get the fresh, accurate data and the highest match rates. To meet a variety of marketing needs, we offer three types of phone appends:

Mobile Phone

- Appends mobile phone number for the individual.
- Typical match rates of 30 to 45%.

Individual Phone

- Appends any type of phone for the individual.
- Typical match rates of 50 to 65%.

Household Phone

- Appends any type of phone for the individual first and, if no match, then for the household.
- Typical match rates of 60 to 75% match rate.

These phones are from leading U.S. consumer database compilers and go through several quality checks. Phone type matched -- Mobile (M), Landline (L), VOIP (V), or Unknown (U) -- is included in the output file as is whether the phone is matched to the Individual (I) or the Household (H).

You do not need a SAN number in order to use this Phone Append service but you must comply with all relevant laws and regulations including federal and Do Not Call rules which may require you to scrub phone numbers against Do Not Call lists for certain use cases.

Phone Append is available via the Insight API™, our simple User Interface, or Automated SFTP Batch. Phone Append can be combined with other enhancement processes – including email append, demographic and segmentation system, and consumer ID append – all in one pass.

Pricing is based on the number of records matched. There are no minimum processing fees.

Data Services for Reach

- Email and Phone Append
- Reverse Email Append / Reverse Phone Append
- Name Append to address-only records
- Digital Reach Maximizer for best Social/Digital Onboarding and Activation
- Locate Owners of Rental Properties

Data Appends for Insight

- Demographic Package (60+ elements)
- Interests & Behaviors Package: (200+ elements)
- Plus and Premium Packages: (50+/200+ elements)
- Consumer Insight Models (300+ models)
- Cognitive / In Market Models (250+ models)
- Segmentation Systems & Consumer ID's

We work with companies across all industries and welcome new reseller partners!