



Data Enrichment Solutions

Create Rich Profiles of Your Customers and Prospects by Appending Demographic, Psychographic and Segmentation and Propensity Model Data

Inbound Insight offers the richest assortment of data available through any API. We partnered with many leading U.S. consumer database compilers to offer a wide range of demographic and other data enhancement options.

Enhance your existing customer database using our batch user interface. Then quickly and easily implement our real-time Insight API™ to append data to new prospects and customers, including those who fill out online forms.

Data Enrichment Use Cases

- Develop Customer Segments and Personas
- Determine characteristics of best customers in order to prioritize leads and find more like them.
- Personalize Content Delivery
- Improved Online User Experience
- Customer Retention and Cross-Sell
- Analytics and Data Science

Package	Package Description
Interests and Behaviors (220+)	Consumer and Household IDs; Address Elements (4), Person Elements (7), Household Elements (13), Behaviors in the Household (>100) and Interests of the Person (97).
Demographics (60+)	Phone, Email, Consumer and Household IDs, Demographics (45), Interests (17).
Plus Package (50+)	Phone, Email, Consumer and Household IDs, Demographics (15), Real Property (25), Auto (9) and IP Address.
Premium Package (230+)	Phone, Email, Consumer and Household IDs, Demographics (65), Real Property (160), Auto (9), IP Address.
Custom Packages (240+)*	Build Your Own Package using any combination of the following data elements: Basic Demographics (6), Children in Household (2), Adults in Household (24), Household Composition (2), Ethnicity and Religion (6), Segmentation and Models (5) including Niches 5.0, Prizm, P\$YCLE, Connexions and PreMovers, Income and Spending (10), Real Property (20), Credit Cards and Debts (6), Collectible (6), Charitable Donations (15), Hobbies (22), Investments and Insurance (8), Mail Order Buyer (13), Music Preferences (7), Nutrition and Diet (4), Pets (3), Books and Reading (14), Sports and Recreation (14), Travel (9), Miscellaneous (7), Triggers (13), Ailments (26), and Market Trends (22).

* Some elements are subject to privacy review and approval.

Inbound Insight is Seeking Partners

- Printers especially with Triggered/Automated Direct Mail
- CRM and Marketing Automation Software
- Conversion Rate Optimization, Landing Page and Form SW
- Performance Marketing and Agencies focused on Lead Gen
- Customer Data Platforms and eCommerce Platforms

Customer Industries

- Any B2C Industry
- eCommerce / Internet Retailers
- Any with coupons and loyalty programs
- Direct to Consumer
- Publishers & Media

Call or email today and ask about our FREE Data Enrichment Match Test