



Identify and Update

Definitively Identify and Update Your Customers and Prospects

Identify and Update is a revolutionary solution that performs multiple identity resolution data services, in real time, at an attractive price.

You have the name and address of a customer or prospect and you want to confirm their identity and make sure you have the most current contact information. You need to:

- Assign persistent third-party Consumer and Household IDs that help determine if you have seen this person before, so you can link any past purchase or other activity.
- Determine if the address you have is current, complete and accurate and if not, update it
- Learn their exact age, so you don't confuse parent and child or others with a similar name

You would want this information available via both real-time API for new leads or via batch for current files. With Identify and Update you can do it all at a great price. Just submit your names and addresses and this unique data service performs:

Identify the Person

- Append persistent Consumer and Household ID's for:
- De-duping and householding
- True campaign attribution
- ID for database merging

Update the Address

- Assess quality of input address
- Provide most current address
- Provide last move date
- Provide up to 3 prior addresses
- Append apartment if missing

Identity Enhancement

- Append Birth Year and Month
- Avoid generational confusion
- Help determine correct customer segment / persona
- Deceased Year and Month

In the past, these data services required three separate processes, but we've combined them into a single service. This allows us to offer Identify and Update via both batch and real-time API.

Total fees from other sources could easily cost several cents per record and each process had its own minimum fee. Our price is half as much, and we do not charge minimum processing fees.

Data Services for Reach

- Email (& Phone) Append
- Reverse Email (& Phone) Append
- Name Append to address-only records
- Workers at Home (append home address)
- Append Address from Name and Nearby ZIP Code™
- 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. "Insight API" is a trademark of Inbound Insight.