



Inbound ID™

Definitively Identify Your Customers and Prospects

Inbound ID™ is a revolutionary solution that performs multiple critical 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:

- Determine if the address you have is current, complete and accurate
- Know their exact age, so you don't confuse parent and child or others with a similar name
- 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.

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

Address Hygiene

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

Identity Resolution

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

Data 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 Inbound ID either 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. "Inbound ID" is a trademark of Inbound Insight.