



What is an Insight Ecosystem™ ?

Consumer Leads + Enhancement Services + Analytics

"What sets Inbound Insight apart is that we first created the best Leads, Enhancement, and Analytic offerings, then combined them to create a complementary Insight Ecosystem that feeds insight from one component to another to maximize value and results."

Inbound Insight has developed a unique Insight Ecosystem™ comprised of leads, data enhancement and analytic solutions to help marketers maximize their direct marketing campaign conversions and ROI.

The components of this Insight Ecosystem include:

- **Leads** – website visitor leads, in-market leads and targeted, multi-sourced prospect lists
- **Enhancement** – a curated set of API-based first-party consumer data enhancement services
- **Analytics** – a range of customer and campaign analytic solutions from low-cost to high-value, for any budget or scale

Each individual component is the best offering of its type. For example, our Visitor Connect™ website visitor leads solution has the highest match rate available anywhere. Our In-market leads offering is the most comprehensive, and our lists are pulled from the source with the best available targeting for each specific project.

Many of our high-performance data services are only available via our Insight API™ and InboundInsight.io platform. The match rates of our proprietary Email Append and Reverse Email Append contact completion data services are twice as high the competition. We offer demographic and segmentation enhancement solutions from multiple sources. These data services can be easily combined into custom "insight bundles", then automated using APIs and pre-built integrations with thousands of CRM, email, and other software (via Zapier).

The Analytics component includes the widest range of look-alike and custom predictive model options available anywhere. So, whether you are testing analytic models for the first time to boost conversion rates, or you need multiple sophisticated custom predictive models to achieve the absolute best performance, we have an offering that will work for you.

Finally, each component of our Insight Ecosystem complements the others. Analytics creates new insight for choosing the best prospects. Enhancement maximizes website visitor lead match rates. Custom predictive models score inbound leads for best conversion rates. This interaction is the key to maximizing results.

For more information go to <https://www.inboundinsight.com/resources>