



Record Completion Solutions

Maximize the Value of Your First-Party Data
by Filling in the Blanks of Your CRM Records

Inbound Insight's Record Completion data services allow you to make use of partial CRM data records.

- Do you have your contacts name and city, state and ZIP Code but not their mailing address?
- Do you have your contact's full postal address but not their first and last name?

If so, then you will benefit from our Record Completion data services

Enhance your existing CRM database using our batch user interface. Then quickly and easily implement our Insight API™ in order to instantly enrich your data as it comes into your database.

Why is Inbound Insight's data service superior? Because after careful research we developed partnerships with the leading consumer database compilers in the U.S. We then integrated over 1 billion data records into our Insight API, the most flexible and capable data API ever developed.

Use Cases That Create Conversions

- Reach customers & hand-raisers via direct mail.
- Use home address location to prioritize customers near your physical locations.
- Name and address unlocks access to leading consumer databases for rich data enhancement.
- Add demographic, psychographic data, determine the best customer persona and prioritize customers/leads.
- Engage with follow up nurturing campaigns using messaging that resonates.
- With real-time processing and instant insight, provide better online customer experiences.

Other Key Benefits

- Match rates far beyond the competition. Only pay for matches.
- Same day turnaround on batch files. Sub-second response via the Insight API.
- Quick API setup option using the email triggered by online form fills to ingest the data, plus optional CRM to store the results.
- Superior postal address quality with frequent DPV and NCOA processing.
- Accurate data with monthly refreshes.

Inbound Insight is Seeking Partners

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

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 Match Test