

Experian product

Phone Append

Stay in touch with customers through their closest device

Our latest study shows that 93% of businesses are using phone data or have plans to use it in the future. As customers seek convenience, using text message as a digital communication channel gives organizations the competitive edge they need to stay in touch throughout every step of the buyer's journey. When an organization can effectively reach its customers via phone, they can secure a direct channel to deliver communications ranging from marketing campaigns, appointment reminders, critical updates, and more!

That's where Experian comes in



Phone Append

We use any combination of name, email and/or physical address to quickly find the best attached phone number.



Reverse Phone Append

We can use a consumer phone number to generate the associated name and address.

Top features

- ✓ Flexible deployment methods
- ✓ 90%+ adult coverage across the US
- ✓ 95% coverage of numbers across the US and overseas territories
- ✓ Data is checked against ~20B events ingested annually
- ✓ Data is sourced from 1,500+ telecom providers across 224 countries

How it works

Real-time API

Our real-time API will **automatically return a valid phone number, or in reverse, name and address can be returned.** The API can be integrated into:

- Online applications
- CRM systems
- Back-end systems

This is an easy-to-integrate API with comprehensive technical documentation and consultant support available.

Batch cleanse

Send a contact list to Experian, and our Phone Append service will append the verified numbers in return. Or, in reverse, you can provide a list of phone numbers and we will append the verified names and postal addresses in return.

This service is suited for initiatives that are one-time or recurring.

Top benefits



Upgrade customer experience

Use a comprehensive view of your customers to personalize outreach and generate engagement



Reduce risk and potential costs

Stop unreachable phone numbers from reaching your database (e.g. 555-5555)



Improve ROI

Capture trustworthy phone numbers to reach customers and improve customer engagement



Seamless integration

Integrate into any application including website forms, CRM systems, and call centers



Increase conversions

Speed up the process of customer-facing applications, improving pull-through rates



Automated data validation

Streamline the workflow of customer-facing applications (e.g. a website or online application)

[Learn more](#)