Data Enrichment

Stay relevant in today's market with enhanced customer intelligence

With the digital landscape shaping social and economical trends, customer expectations remain dynamic. This puts pressure on organizations to stay in lockstep with their customer base as their needs evolve. Enriching customer data with third party intelligence provides better insight into individuals and empowers organizations to tailor messaging, personalize offerings, strategize product and service placement, and remain agile in an evolving marketplace.

Experian's Data Enrichment

With **over 900 available data attributes**, including demographic data, financial data, and behavioral data, Experian can enhance records with additional consumer information. With greater insight, organizations can better understand their customer base and, in turn, can better serve customers.

Data Enrichment with Experian means:

- A deeper understanding of customer needs and assets
- An improved customer experience
- Trusted insights for better decision-making

Top features

Flexible integration methods to suit any technical environment privacy and security

Unparalleled data accuracy from Experian's ConsumerView database

Wide breadth of attributes including consumer, business, and geolocation data

Top security measures backed by Experian, a global leader in data

Real-time Data Enrichment connects businesses to Experian's vast consumer data and provides more timely and specific insights.

Organizations will be able to gain information into their online audience or build individualized insights on their customer databases.

Experian offers three varieties of Data Enrichment services

Data Enrichment based on the IP address

Use our web service to predict the location of the IP address of your customers and gain insight into hundreds of attributes that enable personalized website displays, increased site conversion, and ability to provide a more personalized user experience.

Data Enrichment based on name and address

Leverage this service to increase insight at the point of consumer data collection. The software verifies contact information, provides additional data attributes, and can score the record for actionable follow-up, all in real time.

Predictive modeling using Data Enrichment

Build models with predictive analytics to prioritize lead follow-up, provide tailored product recommendations, and enable more intelligent interactions. We offer a real-time web service or take advantage of our seasoned analytics consultants to make smarter decisions with Experian's industry-leading data sets.

Examples of consumer insight offered from Data Enrichment

Behavioral insights	Demographic insights	Financial insights
Interest in arts + culture	Age	Propensity to buy
Community views	Occupation	Credit worthiness
Healthy living	Life stage	Wealth indications
Channel receptivity	Socio-economic interests	Investor status