AccuData
INTEGRATED MARKETING

Data Enhancement Solutions

Develop a Deeper Understanding of Your Most Loyal Customers

Develop a deeper understanding of your current customers through the addition of valuable data attributes and contact information. This added intelligence will power your segmentation and personalization efforts and enable highly relevant communications to your most valued customers. With AccuData, choose from thousands of attributes for which to perform enhancement on your customer data.

Benefits

Better engage with your customers through relevant, personal communications.

Power multichannel marketing efforts with the addition of new contact information.

Leverage discovered intelligence to identify lookalike audiences.

Enhance Customer Data with Data Appends

Better engage your current customers by appending contact information, demographic and lifestyle attributes, and even buying behavior to first-party customer data. As the trend for personalization grows, data enhancement services are becoming a necessity for many brands. AccuData offers a full suite of data append services, including batch and real-time append solutions, and can provide custom integrations with your current database solution.

Consumer Data Appends

Choose from thousands of attributes, such as:

Demographics

- Adult Age/Birth Date
- Children Present
- Homeowner
- Marital Status
- Occupation
- Level of Education

Lifestyle Data

- Charitable Donor
- Healthy Living
- Golfer
- Travel Enthusiast
- Veteran in Household
- Animal Lover

Life Events

- New Homeowner
- New Mover
- New Parent
- Newly Married
- Recently Divorced

Psychographics

- Mosaic® USA
- NICHES 3.0™
- PersonicX©
- PRIZM™
- P$YCLE©

Property Data

- Available Equity
- Loan Amounts
- Market Value
- Square Footage
- Year Home Built

Business Data Appends

- Bankruptcy Type
- Cottage Industry
- Credit Score
- Employee Size by Location
- First Year in Business
- Fortune Ranking

- Franchise Code Indicator
- Location Type
- NAICS Code
- Number of Tenants
- Owner Gender
- Public/Private Indicator

- Sales Volume
- SIC Code
- Title/Job Function
- Top Contact Name
- Website URL
- Woman-owned

Additional Data Enhancement Services

Phone Append

AccuData utilizes directory assistance data to add telephone numbers to your customer data; B2C and B2B appends are available.

Reverse Phone Append

Match contact names and postal addresses to the telephone numbers you currently have on file.

Firmographic Append

For B2B marketing, update your data with attributes such as the organization's industry, NAICS code, structure, annual revenue, size and market segment; as well as contact details, like the company's location, phone number, web address, job titles, and email addresses.

Email Append

AccuData's email append solution identifies recent, active email addresses for your customers and confirms their desire to receive email communications with an opt-in permission email.

Reverse Email Append

Our reverse email append service optimizes your email marketing file for multichannel campaigns with the addition of contact names and postal addresses.

Geo-Coding

Append latitude and longitude coordinates to your loyalty data for enhanced geo-targeting capabilities and personalization of offers.

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