AccuData
INTEGRATED MARKETING

Real-Time Append:

Real-Time Insights for Real-Time Engagement

It's time for marketers to deliver in real time.

Customers demand increasingly heightened experiences with your brand. It is becoming imperative that marketers deliver personalized communications and contextual offers in real time. With only a name, phone number, or postal address, we can identify your customer or prospect and provide complete contact information and additional demographic attributes in real time.

The use of real-time append services is ideal for the automotive, energy, financial services, insurance, hospitality, retail, senior living services, and telecommunications industries.

Use Cases:

Retirement Community Builds Buyer Profiles

A retirement community offers resort-style senior living in nine states. As consumers make inquiries on the Community's website, AccuData's Real-Time Append API appends a predefined set of demographic data (including Age, Home Market Value, Income, Living Area Square Footage, Marital Status, Net Worth, Occupation, and Religion) to the name and address data that is submitted. The enhanced data is used by the Community's representatives to create buyer profiles that are used to make property recommendations.

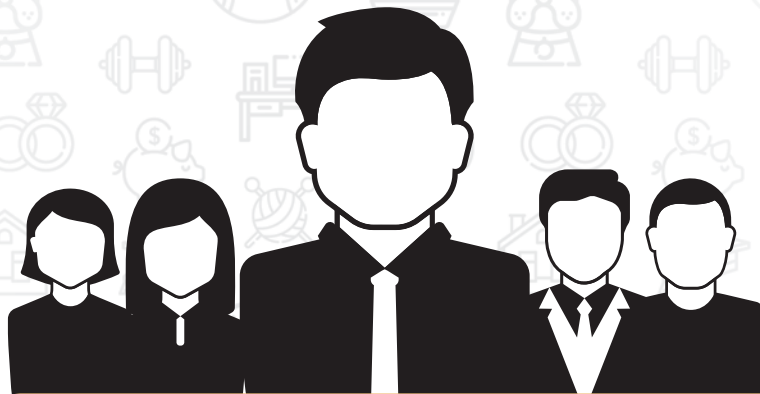### Retailer Makes Custom Recommendations

The software developer for a retail app wanted to use location services to offer personalized shopping recommendations based on a user's style preferences, affordability, and the weather. To do so, the app is installed with location services enabled and the consumer's name and email address are captured at the time of download. The user's latitude and longitude are sent from the individual device to the retail brand's database. When the user is within a 10-mile radius of a store location, the Real-Time Append API returns a buying profile that allows the retailer to send a push notification with a custom recommendation and coupon to the user's device.

With AccuData as your partner, you'll benefit from our unrivaled access to the nation's best data.

800-732-3440   info@AccuData.com   www.AccuData.com

We Take Data Personally

Identify and Update Personal Information in Real Time to Better Engage with Your Customers & Prospects

With only a name, phone number, or postal address, you can identify your customer or prospect and obtain complete contact information & additional demographic attributes in real time.

STEP 1: A customer visits your brand location or website and provides their contact information.

STEP 2: AccuData appends your brand's predefined set of demographic data.

JANE DOE

STEP 3: Your brand offers more personalized recommendations to your customer.

SPECIAL OFFER!

STEP 4: Your customer is much more likely to be loyal to your brand.
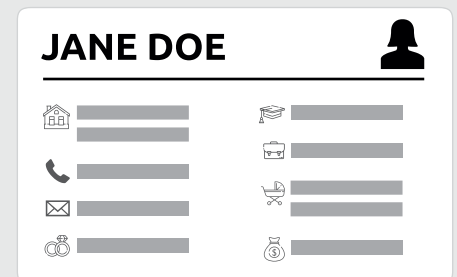
Why Integrate with a Real-Time Append?

- Instantly update records with contact information and demographic variables of your choosing.

- Equip your sales and marketing team with insights such as age, gender, ethnicity, occupation, marital status, and home information.

- Improve efficiencies and reduce errors for enhanced campaign effectiveness and better customer service.

- Ideal for engaging customers and prospects with personalized marketing communications.
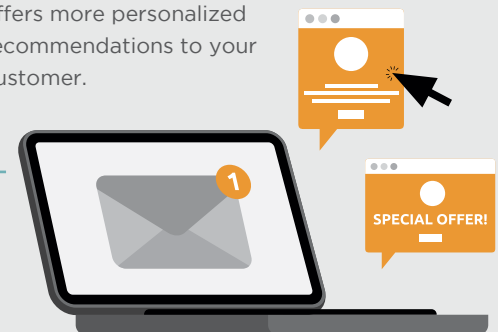
Data On Demand

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