



# **What is Data Enrichment?**

## **A Quick Guide to Understanding the Whole Person**



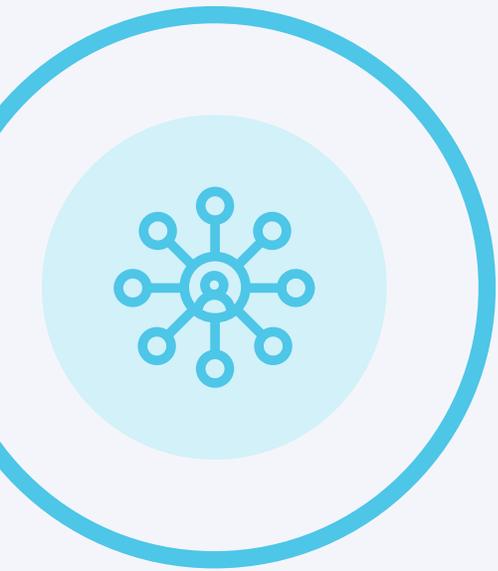
## The Challenge

Global conditions play a large role in consumer behavior. For example, under economic duress, you may see brand loyalty decrease as people prioritize their needs in the moment versus what they want.

That's why, now more than ever, it's important to understand a person beyond just the shipping name and address on a new order. You have to understand who that person truly is, including their professional and personal identities, to ensure your message connects with them in an impactful way.

Understanding your customers is critical to marketing to them. And since people and their data are constantly in flux, it's important to have their latest information. Data enrichment is a critical foundation of understanding the whole-person view of the people you're communicating with, and having a multidimensional view of your customers and prospects will not only help your marketing, but the enterprise as a whole.

*This guide will walk through what data enrichment is, and how it will help you personalize customer experiences, create new merchandising strategies, prioritize and optimize media spend in real-time, and find more people just like your best customers.*



# Defining Data Enrichment



# What is data enrichment and how does it work?

Data enrichment is the process of incorporating new updates and information to an organization's existing database to improve accuracy. Appending in-depth information to existing data allows for better business decisions.

We can append missing or incomplete information and enhance your records with more than 900 available data attributes, including financial data, buyer propensity, automotive data, and much more.

## How does our data enrichment service work?

Our data enrichment services start by validating the contact data you already have, such as names, phone numbers, addresses, and emails. After our service cleans the data, it then enriches it with accurate and personalized analysis, allowing you to create customized messaging that helps your business to connect and engage with customers.

Access thousands of personal & professional insights linked to billions of offline & online identifiers. Understand the whole person and engage with your customers & prospects as real people, in real-time.



## Understanding your customers and how they've changed (even in the last 90 days) is critical to marketing to them.

Thankfully, there is an abundance of information available to marketers today to create a whole-person view—but how do you find the right information that fits your needs?

While there isn't a one-size-fits-all solution, there are a few quick and easy steps to ensure you understand your customers at a whole-person level.

- 1. Audit the insights you already have.** Where is your first-party data coming from? Is the data siloed within departments and platforms?

The first step to understanding the whole person is to connect your fragmented first-party data. No matter what channel a person uses or what email address they submit, you should always know who is interacting with your brand.

What do we mean by "first-party data?" Let's break down the different data types:

### The Difference Between Zero, First, Second, and Third-Party Data



#### Zero-Party Data

Information that a consumer actively and **freely shares** with a brand.



#### First-Party Data

Information that a **company directly collects** about consumers as the consumer interacts with their brand.



#### Second-Party Data

Another company's first-party data that your company has **permission to use**, enforced by contractual agreements.



#### Third-Party Data

Information **aggregated** from a number of public and non-public sources that **may not be given explicitly** by the consumer.

- 2. Append the data you have with whole-person insights.** To truly understand the whole person, append the data you already have on them with thousands of personal and professional data attributes.

Having a multidimensional view of your customers won't just help your marketing, it will help your entire enterprise. It will empower you to personalize customer experiences, it will enable you to create new merchandising strategies, it will drive prioritization and optimization of your media spend, and it will help you find people who look just like your best customers.

- 3. Understand the insights.** Insights are invaluable to your marketing campaigns, but not if they're outdated or inaccurate.

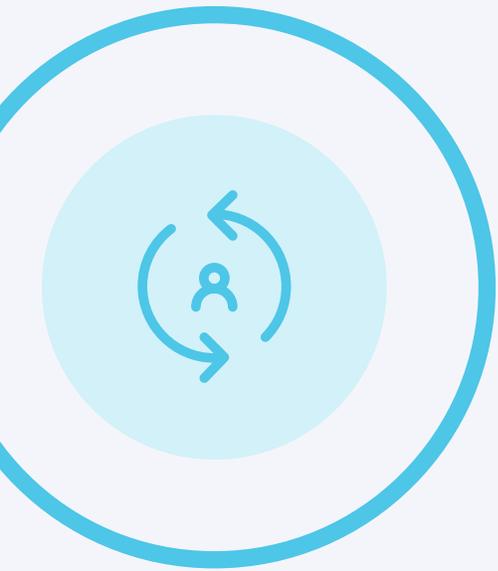
If you truly want to bring value to your customers, you have to ensure you understand the confidence of the insights from your Identity Resolution partner, the recency of the information, and the speed at which the data can be delivered to accelerate the value.



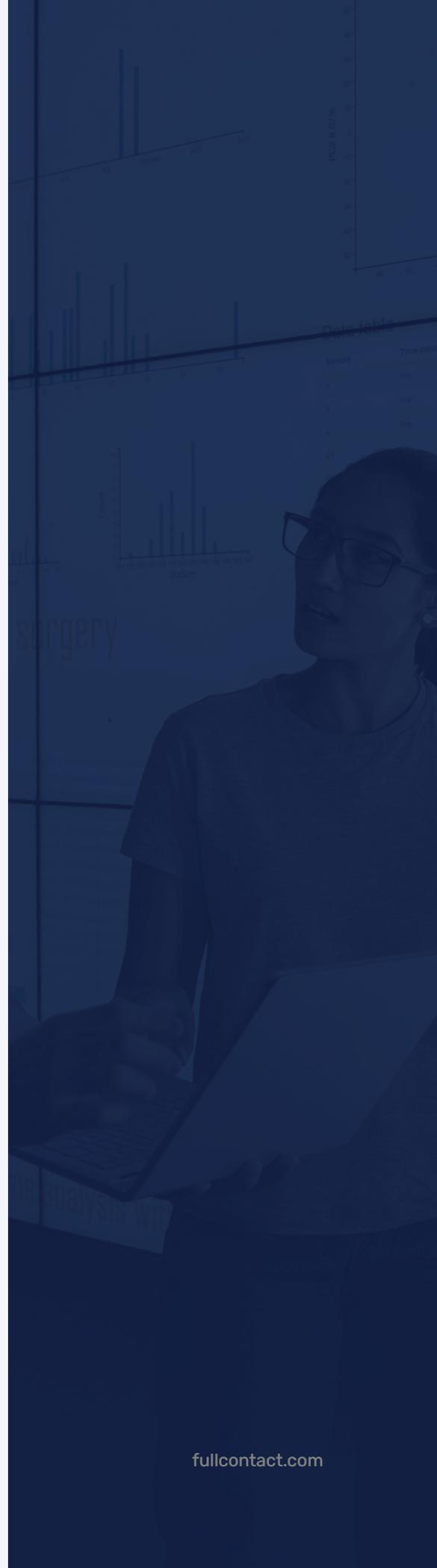
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<b>LIFESTYLE</b> Hobbies, Interests...		<b>AUTO</b> Make, Model, Year...
<b>FINANCIAL</b> Wealth, Income, Credit...		<b>PURCHASE</b> Beauty, Health, Electronics...
<b>HOUSEHOLD</b> Children, Home Type...		<b>SHOPPING BEHAVIOR</b> Catalog, Mail, Online, In store...
<b>LOCATION</b> Neighborhood		<b>TRAVEL</b> Loyalty, Luxury...
<b>COHORT</b> Millennials, Senior Citizens...		<b>PROFESSIONAL</b> Occupation, Title, Photos...
<b>ENERGY &amp; UTILITIES*</b>		<b>NOT FOR PROFIT*</b>
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# You Need Real-Time Enrichment You Can Trust





# What to Look For in a Data Enrichment Partner

Data Enrichment empowers you to leverage unique dimensions of data to create hyper-personalized customer experiences. These will drive deeper brand engagement, greater loyalty, higher LTV, and improved ROI.



## Multidimensional Insights

Highly-accurate insights linked to a person through deterministic matching, based on real observations from real data points.



## Ethical Sourcing

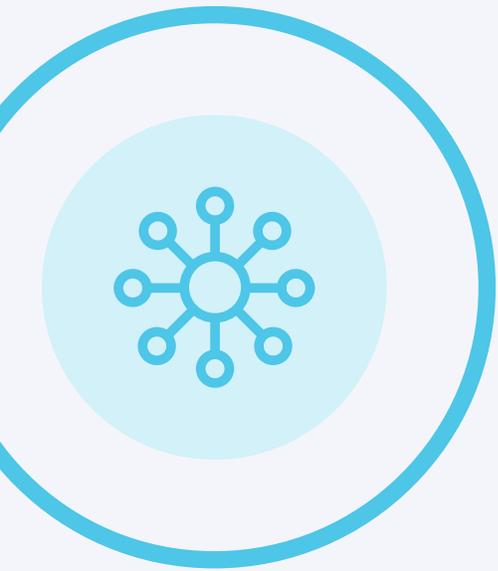
Ensure the breadth and depth of your data enrichment partner's information is permission-based, in accordance with the highest ethical standards, with an unparalleled scope of data sources.



## Real-Time

While there are different methods of data enrichment, you need real-time capabilities to immediately impact your customer experience by accessing insights using an API.

**Up to 70% of web traffic occurs on a mobile device, with people spending more than five hours a day on their devices. So it's paramount you connect to your customers where they are—Mobile Ad IDs can act as the keys to unlocking the mobile world.**



# Data Enrichment Use Cases



# The Benefits of Data Enrichment

Drive deeper, authentic brand engagement, greater loyalty, higher LTV, and improved ROI with unique 360° insights.



## **Amplify Your Media From Channel to Channel**

Reach your desired audience both offline and online, enabling a consistent brand experience across.



## **Personalize Your Customer Experience**

Enrich with Mobile Ad IDs, hashed emails, and hundreds of multidimensional insights to personalize and segment your marketing campaigns effectively.



## **Suppress Audiences**

Avoid inappropriate messaging to your favorite customers by suppressing their Mobile Ad IDs, hashed emails, and other identifiers from your advertising.



## **Consolidate and Connect**

Improve the connection between your siloed first party data and create a single consolidated record.



*Amplify your ability to recognize and reach real people by **3X**.  
Or it's on us. **Guaranteed.***

## **Real People**

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**. Omnichannel input and outputs.

- **248 Million People**
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

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## **Real Control**

Leverage **FullContact Identity Streme™** to protect & control your first-party data across your enterprise. Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage **privacy and permission at a person level** at every touchpoint.

- **SOC2 Type II Compliant**

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## **Real Time**

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

**High availability, high throughput**, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time

*If you're interested in learning more about FullContact's  
Data Enrichment capabilities, talk with an expert at  
[fullcontact.com/contact](https://fullcontact.com/contact)*