Experian Data Quality data enhancement provides better insight into individuals at the point of interaction. Businesses can now tailor messages, prioritize leads, personalize offers and improve engagement online, over-the-phone, and through marketing communications.

The need for third party intelligence continues to increase as organizations look to improve consumer engagement and prospecting efforts. Without accurate and complete consumer data, businesses will continue to rely on flawed analytics, ultimately harming the customer experience and diminishing operational efficiency.

Real-time data enhancement connects businesses to Experian’s vast consumer insight and provides more timely and specific data. Depending on the amount of information available to identify the customer, organizations can gain insight into their online audience or build individualized insight into their customers.

How you can work with us
Businesses use data enhancement from Experian Data Quality to gain better consumer insight across all points of interaction. The product leverages information from the Experian ConsumerView℠ file, the most extensive data sources available on the market. There are hundreds of attributes available that cover behavioral, demographic and financial categories on an individual, household or geographic level.

The data enhancements can be utilized in three ways.

Data enhancements based on the IP address
Companies utilize our web service to predict the location of the IP address and gain insight into hundreds of attributes that enable personalized website displays, gaining a higher site conversion and a more personalized experience.

Data enhancements based on name and address
Businesses leverage this service to increase insight at the point of consumer data collection. The product verifies contact information, provides additional data attributes, and can score the record for actionable follow-up, all in real time.

Predictive modeling using data enhancement
Businesses leverage our web service, industry leading data, and seasoned analytical consultants to build predictive models to prioritize lead follow-up, provide tailored product or offer recommendations, and enable more intelligent interactions.
Benefits to data enhancement
Utilizing data enhancement provides greater consumer insight for more effective marketing and business processes. When data enhancement is paired with internal first party data, businesses create a more complete customer profile.

Using data enhancement will:
• Enable personalized messaging
• Streamline lead follow-up
• Improve marketing return-on-investment
• Increase website conversion

Product features
Experian Data Quality data enhancement is a leading consumer insight solution that allows marketers to better understand their target audience.

Our solution features:
• Unparalleled data accuracy
• Wide breadth of consumer attributes
• Flexible integrations to suit any application
• A strong commitment to data privacy and security

### Examples of data categories:

<table>
<thead>
<tr>
<th>Behavioral insights</th>
<th>Demographic insights</th>
<th>Financial insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in arts and culture</td>
<td>Age</td>
<td>Propensity to buy</td>
</tr>
<tr>
<td>Community views</td>
<td>Occupation</td>
<td>Credit worthiness</td>
</tr>
<tr>
<td>Healthy living</td>
<td>Life stage</td>
<td>Wealth indicators</td>
</tr>
<tr>
<td>Channel receptivity</td>
<td>Socioeconomic interests</td>
<td>Investor status</td>
</tr>
</tbody>
</table>

To learn more, contact us at dataquality.info@experian.com, call 888.727.8330 or visit our website: www.qas.com.