

# Consumer Data Enrichment

## Benefits

- Improve customer acquisition and retention with stronger customer engagement
- Better understand your customers for more relevant and personal marketing
- Locate more customers and understand market potential

## Understand Your Customers With Demographic, Lifestyle, and Socio-Economic Information

With more and more demands on the attention spans of your audience, the organization that can stay relevant and personal will be heard by its markets. Brands strive to develop profitable conversations with customers within distinct segments. Relevance is the key to success.

Informatica® Consumer Data Enrichment provides the sophisticated insight you need to measure, evaluate, target, and acquire customers, allowing you to stay in touch with your audience while extracting maximum value from your marketing spend.

Consumer Data Enrichment is an easy-to-use system that accurately links address information to demographic, lifestyle, and socio-economic insight. It helps you connect more profitably with each and every customer. Use it to understand who your customers are, their buying habits, and their preferences.



Figure 1. Consumer Data Enrichment provides valuable customer insights, like lifestyle data, based off address data.

## Key Features

### Gain Insights Into Your Customers

With just your customers' existing address information, link each contact record to valuable information, including:

- Age
- Marital status
- Affluence/income
- Occupation
- Type of residence
- Purchasing behavior
- Educational background
- Vehicle ownership
- Presence of children
- Urban/rural location
- Ethnicity
- Attitudes and motivations
- Financial products
- Commuter patterns
- Channel preference

### Create Relevancy With Consumer Segmentation

Get the most from your marketing, sales, and customer service resources by targeting each customer with personal, relevant messages. Use Informatica's Consumer Data Enrichment to identify and divide your customers according to who they are, what they do, where they live, and many more targeted demographics.

### Access Global Demographic Data

Critical consumer information from around the world is easily available through Informatica's Consumer Data Enrichment. No other service gives you access to more complete coverage worldwide, with insight into data from more than three dozen countries, using the widest range of source datasets available.

### Data Privacy Compliance

All information you receive from Consumer Data Enrichment is 100 percent compliant with data privacy legislation and permission guidelines.

## Key Benefits

### Improve Customer Acquisition and Retention with Stronger Relationships

Knowing your customers' ages, gender, interests, and many more data points, helps you find and retain more customers. Save on customer acquisition costs by delivering the most relevant communication at the right time with the actionable insight you gain using Consumer Data Enrichment. Apply this insight to your existing customers to better tailor messaging in the time and place they prefer.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Better Understand Your Customers for More Relevant and Personal Marketing

When your organization makes plans for marketing outreach and campaigns, do you feel like you are in the dark? Successful marketing depends on knowing who your customers are, and what messages work the best. Focus your marketing strategy to target the right prospects. Marketers use Consumer Data Enrichment to segment their data, putting customer profiles and preferences in the spotlight.

## Locate More Customers and Understand Market Potential

Consumer Data Enrichment allows you to put your data to work for you. With the insight provided by data enrichment, you can profile your existing customers. Apply this new knowledge about your customers to locate the types of people who are likely to become customers. Use data about your existing customers to find new markets that match that profile, driving down customer acquisition costs, and making marketing more efficient.



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