Inbound Insight

Consumer Insight Solutions

Maximize Reach - Maximize Insight - Simple and Powerful

Inbound Insight's consumer insight solutions help you get the most from your existing customer and prospect data. By using advanced API technology and tapping into multiple U.S. consumer and email databases we are able to provide unique consumer Data-as-a-Service solutions with industry-best performance.

Maximize Reach

- **Reach More Customers Digitally** - Append deliverable emails to name/address records at high match rates for email campaigns or to maximize digital/social onboarding.

- **Send Postal Mail to Email Subscribers** - Append postal name and address to emails (aka Reverse Email Append) at highest available match rates.

- **Find Prospects from Partial Information** - Append name to address-only records, reach workers at home, locate owners of rental properties, etc.

Maximize Insight

- **Build Personas / Personalize Communications** Append key attributes that define your personas so can optimize messaging to each segment.

- **Prioritize Customers / Qualify Inbound Leads** Enhance your CRM data and inbound leads with hard-to-find data and value-priced packages. Lean who is qualified or in-market in real time.

- **Improve Performance of All Consumer Models** With thousands of data elements including propensity and cognitive models, segmentation systems and other 100% populated options.

Simple and Powerful

- Our Insight API^{TM} is the most powerful and flexible data enhancement solution ever created. In one pass it can perform a sequence of parallel and series data append operations across multiple third-party databases to get exactly the data you specify in your Insight Bundle.
- The result is the highest match rates for email, phone and reverse email/phone appends (80% or more) and the richest data available, all from one source.
- Batch User Interface for simple file uploads with no minimum fees.

Data Services for Reach

- Email (& Phone) Append
- Reverse Email (& Phone) Append
- Name Append to address-only records
- Workers at Home (append home address)
- Append Address from Name and Nearby ZIP Code
- Locate Owners of Rental Properties

Data Appends for Insight

- Demographic Package (60+ elements)
- Interests & Behaviors Package: (200+ elements)
- Plus and Premium Packages: (50+/200+ elements)
- Consumer Insight Models (300+ models)
- Cognitive / In Market Models (250+ models)
- Segmentation Systems & Consumer ID's

We work with companies across all industries and welcome new reseller partners!

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