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append up to 900 data elements to your existing customer records update missing or incomplete data fields in your customer records build audience segments using attributes from your top customers experian s data enrichment services let you get more out of your customer data we start by validating the contact data you already have such as names phone numbers mailing addresses email addresses after our data quality management platform cleans your contact lists it analyzes and enriches your data data enrichment and data enhancement is the process of expanding existing data sets with additional information often from third party sources this process provides businesses with important information about customers helping to build a complete and rich customer profile from simple data inputs data enrichment is the process of enhancing the value of existing data with additional information enrichment often uses reliable third party data sources to add more information to customer contact information or other data the goal of data enrichment is to improve the value of the data by providing you with more insight into your customers a data enrichment solution is an all in one resource for validating enriching and managing your data data enrichment solution from experian starts by verifying your existing data your records are checked for inconsistencies duplicates and outdated information how data enrichment improves the customer experience experian 5 reasons why enriching your data will help the customer experience melanie clark january 16 2018 data enrichment and analytics our data enrichment api will enhance and improve your raw data in real time so that you can get the most out of every interaction verify data for accuracy enable segmentation and predictive analytics build complete customer profiles our real time data enhancement connects you to experian s vast database of consumer information allowing you to make instant decisions prioritize contacts and improve lead quality choose from more than 900 data elements our customer demographic data includes variables such as gender income age occupation enriching your data with experian means you can profile your customers know who to prioritise personalise for the best experience and drive increased performance benefits of data enrichment complete customer profiling append over 1 000 data elements to your existing records update missing or incomplete data fields in your customer records experian data sets provides the most up to date and precise portfolio of address consumer

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data enrichment and data enhancement is the process of expanding existing data sets with additional information often from third party sources this process provides businesses with important information about customers helping to build a complete and rich customer profile from simple data inputs

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data enrichment is the process of enhancing the value of existing data with additional information enrichment often uses reliable third party data sources to add more information to customer contact information or other data the goal of data enrichment is to improve the value of the data by providing you with more insight into your customers

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data enrichment allows you to fill in those gaps by pulling in additional reliable information from various third party sources the result is an up to date comprehensive database packed with

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