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

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Enrich your existing database with demographic, consumption or attitudinal information. Use Experian's consumer data to infill missing information and gain additional insight into your customers.

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With our data enrichment services, we'll take your list of customers or prospects and provide an actionable file including behavioral, financial, and demographic information. With up to 900 available attributes from our ConsumerView SM database, we can help you connect with the right customers in the most effective way.

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SOAP-based data enrichment solution Our SOAP-based real-time data enrichment API is a versatile option that offers you in-depth granularity and control over what you want to enrich. This enrichment solution is hosted in our environment for maximum protection and efficiency.

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Experian's enrichment solution first verifies the customer data you are collecting, such as name, phone number, address and email. After verification, a record can be enriched with missing or incomplete information. Over 900 additional data attributes can then be appended to complete the picture you have of locations, households and individuals.

Broker data enrichment could provide the solution. Having a view of how you can reduce risk can be complex - unless you have the tools to identify this, such as a data composite like a risk score and ID validation. It's true that some of your insurer panel will be using scores already, within the quote engine.

Enhance your customer information with business and consumer data for clearer decision making

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