



Business Append to Consumer Data

Append Business Contact Fields to Consumer Records

If you're a B2B company that has collected consumer name and address or personal email addresses, the Consumer to Business (C2B) Data Enhancement Service adds business contact information to your consumer data records.

Consumer Data Input:

- First and Last Name
- Home Address, or
- Personal Email Address

Business Data Output:

- Person's Job Title
- First and Last Name
- Business Email Address
- Business Name
- Business Postal Address
- Business URL/Website Domain
- Number of Employees
- Sales Volume
- Year Founded
- SIC Code and Description
- NAICS Code and Description
- Public or Private Company

Advantages of C2B Enhancement

With business data enhancement you get another way to nurture your leads and convert them to customers.

Every tactic that can increase conversion rates and reduce acquisition cost is worth testing.

You only pay for business data matches.

Industry-leading C2B match rates:

- Business Data: ~40-50% match rate
- Name, Title, Email: ~25-40% match rate

We offer a FREE MATCH TEST

Email sales@inboundinsight.com for pricing, sample data and your free match test.

Data Services for Reach

- Email and Phone Append
- Reverse Email and Phone Append
- Name Append to address-only records
- Maximize Digital Onboarding Reach
- 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

For more information go to <https://www.inboundinsight.com/resources>