Lead Enhancement

Enrich and enhance your first-party data

Are the blanks in your CRM records preventing you from reaching more customers or hand-raisers? Need more customer context to turn your direct mail campaigns from good to great? Now you can, with Lob Audience.

Lob's Record Completion and Data Enhancement services allow you to use your partial CRM records to identify and contextualize customers and prospects for better reach.

- Do you have your contact's name and city/state, or ZIP code but not their mailing address (or email address)?

- Do you have your contact's full postal address but missing their first and last name?

- Do you have a database of emails from online forms with no postal address?

- Are you missing key contact and identity data that can unlock better targeting, personalized messaging or relevant offers?

Use cases that create conversions:

- Reach customers and hand-raisers that you couldn't reach before via direct mail

- Use home address location to prioritize customers near your physical locations

- Do you have a database of emails from online forms with no postal address?

Generate more revenue by getting in front of the right customers with the data you need

- Record Completion: Identify your contacts

- Reverse email append

- Consumer email & phone append

- Business data append

- Update postal address

Other key benefits:

- Match rates that far exceed the competition.

- Superior postal address quality with frequent DPV and NCOA processing.

- Accurate data with monthly refreshes, by integrating over 1 billion data records.