

ENFORMION CASE STUDY

Confidence at Scale

How Audience Acuity Improved Identity Match Rates and Strengthened Its Identity Graph with Enformion's Phone & Email Intelligence

Audience Acuity licensed Enformion's Phone and Email Data to strengthen its identity graph with accurate identity signals—helping fill critical gaps, corroborate existing records, and improve match performance.

Client:

Audience Acuity

Industry:

Data & Identity Intelligence

Solution:

Licensed Identity Intelligence
Infrastructure | Phone & Email Data

Key Outcome:

28M Records Enriched
68% to 77% Match Rate
Trusted Data Partner

Enformion
Empowering Informed Decisions

The Challenge: In Identity Intelligence, More Data Isn't the Same as Better Data.

Audience Acuity works with a broad ecosystem of data providers to strengthen its consumer identity graph. But when evaluating new sources, **accuracy comes first.**

Incoming data is rigorously tested for match rates, fidelity, corroboration, and uniqueness, with the goal of connecting consumers to accurate primary email addresses and wireless phone numbers.

With numerous providers contributing identity signals, Audience Acuity also looks for partners that deliver the **breadth, depth, and quality** needed to strengthen its graph without adding unnecessary complexity.



The Solution:

High-Accuracy Phone & Email Intelligence That Strengthens the Graph

Audience Acuity licensed Enformion's phone and email data after rigorous testing demonstrated strong accuracy and match performance. The data required minimal cleanup, making it easier to integrate into Audience Acuity's identity graph.

Once integrated, Enformion's data helped corroborate existing identities, fill missing phone and email attributes, and improve match performance, strengthening the identity linkages Audience Acuity relies on across its ecosystem.

The Result:

More Complete Identities. Higher Match Performance.

Enformion's phone and email intelligence delivered measurable value across Audience Acuity's identity graph.

- ✓ **28 Million Records Enriched:** Enformion helped fill approximately **28 million previously incomplete records** with phone or email data Audience Acuity didn't already have.
- ✓ **Higher Match Performance:** After adding Enformion intelligence, Audience Acuity's average phone and email match rate increased from approximately 68% to 77%, enabling more identities to be successfully matched.
- ✓ **Stronger Data Corroboration:** Enformion also helped Audience Acuity validate existing identity attributes across sources, strengthening the quality of the linkages within its graph.

"Enformion's data consistently ranks among the most accurate in our ecosystem. Their phone and email assets have materially improved our match rates and helped us corroborate millions of records with confidence. They've become one of the partners we truly trust."

Chris Alewine

Chief Data Officer, Audience Acuity

Why Enformion

Enformion's Licensed Identity Intelligence Infrastructure delivered accurate, scalable phone and email intelligence that helped Audience Acuity improve match performance, fill critical data gaps, and strengthen identity resolution.

The result: more complete consumer identities built on data Audience Acuity can trust.

