

Enformion Product Sheet

Enformion Consumer Insights



Know Your Customers Beyond Their Contact Information

Transform identity data into actionable consumer intelligence that powers smarter marketing, stronger customer relationships, and better business outcomes.

Customer names, emails, and addresses tell you who your customers are—but they don't tell you how to engage them. Without deeper insight, organizations rely on assumptions, fragmented data sources, and generic campaigns that miss opportunities to connect with the right audience.

Enformion Consumer Insights transform a known identity into a comprehensive consumer profile, delivering 300+ demographic, financial, lifestyle, property, media, and behavioral attributes across 22 insight categories. The result is a richer understanding of every customer, enabling more personalized engagement, better segmentation, and more effective decision-making.



Turn Insight Into Impact

Build more meaningful customer experiences with deeper consumer intelligence.

The organizations that know their customers best create the strongest relationships. Consumer Insights enrich customer records with the intelligence needed to improve targeting, personalize engagement, and maximize marketing performance.

- **Build More Precise Audiences:** Create highly targeted customer segments using verified demographic, financial, lifestyle, and household attributes.
- **Personalize Every Interaction:** Deliver more relevant messaging, offers, and customer experiences based on individual preferences and behaviors.
- **Improve Marketing Performance:** Increase campaign effectiveness by reaching the right audiences with messaging that resonates.
- **Increase Customer Lifetime Value:** Better understand customer needs to uncover cross-sell, upsell, and retention opportunities.
- **Simplify Data Enrichment:** Replace fragmented data sources with a single solution that delivers comprehensive consumer intelligence in one request.

Enformion Consumer Insights



Built for Smarter Customer Engagement

Turn consumer intelligence into more personalized experiences and better business outcomes.

Whether you're acquiring new customers, enriching existing records, or optimizing marketing performance, Consumer Insights help teams make more informed decisions with richer customer intelligence.

Audience Segmentation: Build highly targeted customer segments using demographic, financial, lifestyle, and household attributes instead of assumptions.

Customer Profile Enrichment: Enhance CRM and customer records with comprehensive consumer intelligence to create a more complete view of every customer.

Marketing Personalization: Deliver more relevant messaging, offers, and experiences based on individual interests, behaviors, and life-stage characteristics.

Lookalike Audience Modeling: Identify new prospects who share the characteristics of your highest-value customers to improve acquisition campaigns.

Cross-Sell & Upsell Campaigns: Uncover customer needs and preferences that help identify the right products and services to recommend.

Product Recommendations: Match customers with offerings that align with their financial profile, lifestyle, technology adoption, and purchasing behaviors.

Customer Analytics: Gain deeper insight into customer populations to support smarter marketing, planning, and strategic decision-making.



Know More. Connect Better. Grow Faster.

Give your teams the intelligence they need to create more relevant customer experiences and stronger business outcomes.

Whether you're improving audience targeting, enriching customer records, or delivering more personalized engagement, Enformion Consumer Insights help you transform identity data into meaningful consumer intelligence.

Schedule a demo today.

See how Enformion Consumer Insights can help your organization better understand every customer and turn insights into measurable business results.