



Enformion Product Sheet

Enformion Contact Enrichment



Transform Incomplete Data into Actionable Intelligence

Enrich every interaction with verified customer information.

Every customer interaction depends on having the right information at the right time. Customer data begins losing value the moment people move, change phone numbers, or create new email addresses.

Contact Enrichment transforms incomplete or outdated records into accurate, actionable customer profiles by returning verified contact information, supporting more informed decisions and better customer experiences.



Maximize the Value of Every Customer Record

Better Data. Better Decisions. Better Results.

Accurate contact data is the foundation of successful customer engagement. Contact Enrichment helps organizations maintain clean, complete records that improve marketing performance, customer outreach, and operational efficiency.

- **Improve Customer Reach:** Replace outdated phone numbers, email addresses, and mailing addresses with verified contact information to increase successful customer engagement.
- **Increase Marketing Performance:** Improve email deliverability, call connection rates, and campaign effectiveness with more accurate customer data.
- **Reduce Manual Data Management:** Automate contact verification and enrichment to eliminate time-consuming research and record maintenance.
- **Strengthen CRM Data Quality:** Continuously enhance customer records with verified identity data that keeps your CRM accurate, complete, and actionable.
- **Accelerate Sales and Service:** Equip sales and customer service teams with richer customer profiles so they can engage prospects and customers with greater confidence.

Enformion Contact Enrichment



Built for Every Customer Lifecycle

Support critical business processes with cleaner, more complete customer data.

CRM Data Management: Keep customer databases current by continuously refreshing outdated contact information and improving record accuracy.

Lead Enrichment: Turn partial lead information into complete customer profiles before sales outreach begins.

Customer Onboarding: Verify customer information during registration while automatically filling in missing contact details to create faster, frictionless onboarding experiences.

Customer Retention & Win-Back Campaigns: Reconnect with inactive customers using refreshed contact information that improves campaign reach and response rates.

Marketing Data Enhancement: Enrich customer records with verified contact information to improve audience segmentation, personalization, and campaign performance.



Turn Better Contact Data into Better Customer Experiences

Complete customer profiles. Stronger engagement. Better business outcomes.

Every interaction starts with accurate customer information. Enformion Contact Enrichment helps organizations maintain high-quality data, improve customer engagement, and maximize the performance of sales, marketing, and service initiatives.

Ready to transform incomplete customer records into trusted customer intelligence?

Contact Enformion today to learn how Contact Enrichment can help you improve data quality, increase engagement, and drive better business results.