



Enformion Product Sheet

# Enformion Licensed Identity Intelligence Infrastructure



## Total Control. Infinite Scale. Infrastructure for the Modern Identity Economy

From identity resolution to marketing personalization, every informed decision depends on precise identity intelligence. Enformion provides high-fidelity identity and behavioral intelligence revealing who people are, how they're connected, and how they move through the real world—backed by the support and trusted infrastructure modern platforms rely on.

Enformion powers the truth behind identity:

- **Build an authoritative identity intelligence foundation** with nationwide licensed intelligence assets that deliver the signals that define people—contact points, lifestyles, and professional activity—empowering a single, reliable identity spine.
- **Fuel data science and model integrity** with historically rich identity and specialty intelligence that prevents model drift and analytics degradation, ensuring predictive features remain dependable as behaviors evolve.
- **Transform operational economics** with mature identity intelligence delivered directly to your stack via API, batch, Snowflake, or cloud, eliminating the overhead of maintaining proprietary datasets and freeing resources for core innovation.
- **Consolidate your supply chain** to a single waterfall provider, replacing the friction of managing fragmented vendors and inconsistent datasets with a trusted intelligence infrastructure engineered for identity-driven applications.
- **Scale trust** with historically deep identity infrastructure, powered by trusted sources and continuous refresh cycles, supporting compliance, governance, and audit readiness.



## Identity Intelligence Infrastructure for Modern Platforms

Verify people. Unlock new insights. Mitigate risk.

| Identity & Connectivity    | Strategic Value & Reliability  |
|----------------------------|--|
| <b>Nationwide Consumer</b> | <b>Core Ground Truth:</b> 98% coverage of U.S. adults including names, aliases, phones, addresses, and emails for precise identity resolution and waterfall enrichment.      |
| <b>Nationwide Phone</b>    | <b>Signal Strength:</b> Up to 10 numbers per person, including reporting date, carrier information, and phone type, driving contact optimization and risk & fraud detection. |



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| Identity & Connectivity     | Strategic Value & Reliability  |
|-----------------------------|--|
| <b>Nationwide Email</b>     | <b>High-Confidence Linking:</b> Email history covering 98% of the U.S. population with up to 10 emails per person, enabling multi-touch attribution and match rate optimization.       |
| <b>Address History</b>      | <b>Temporal Context:</b> Top 10 addresses, including location details, reporting dates, and deliverability status, powering precise customer journey mapping and logistics validation. |
| Specialty & Insights        | Targeting & Segmentation Power   |
| <b>Consumer Insights</b>    | <b>Behavioral Depth:</b> 300+ financial, property, household, and lifestyle signals for predictive modeling and improved personalization.  |
| <b>Demographic Add-On</b>   | <b>Household Clarity:</b> Income, marital status, occupation, education, home value, and relative identification for lead validation, consumer profiling, and financial scoring.       |
| <b>Workplace</b>            | <b>Professional Context:</b> Self-reported employment history, education, and contact details for workforce analysis, recruiting, and account-based marketing.                         |
| <b>Professional License</b> | <b>Verification Engine:</b> Professional license types, statuses, and expiration dates for professional targeting, credential verification, and compliance checks.                     |



## Align Identity Intelligence with Strategic Priorities

### Strategic Growth & Stability

Drive sustained growth and resilience by leveraging a unified identity intelligence foundation that breaks down silos, elevates performance, and protects against market erosion.

### Intelligence & Model Integrity

Strengthen model accuracy and trust through rich, curated identity intelligence, enabling greater explainability while significantly reducing false positives common in rule-based approaches.

### Infrastructure & Data Continuity

Accelerate efficiency and simplify integration with secure, behind-the-firewall deployment of licensed identity intelligence, eliminating complex ingestion pipelines through ready-to-use, high-quality intelligence streams.



## Stop Building Infrastructure. Start Powering Intelligence.

Transform your platform into a competitive, revenue-driving engine. Enformion delivers the identity intelligence foundation that allows you to focus on what matters most: building differentiated products and making better decisions.