



webbula

The Data Solutions Experts



DATA ENHANCEMENT

webbula.com



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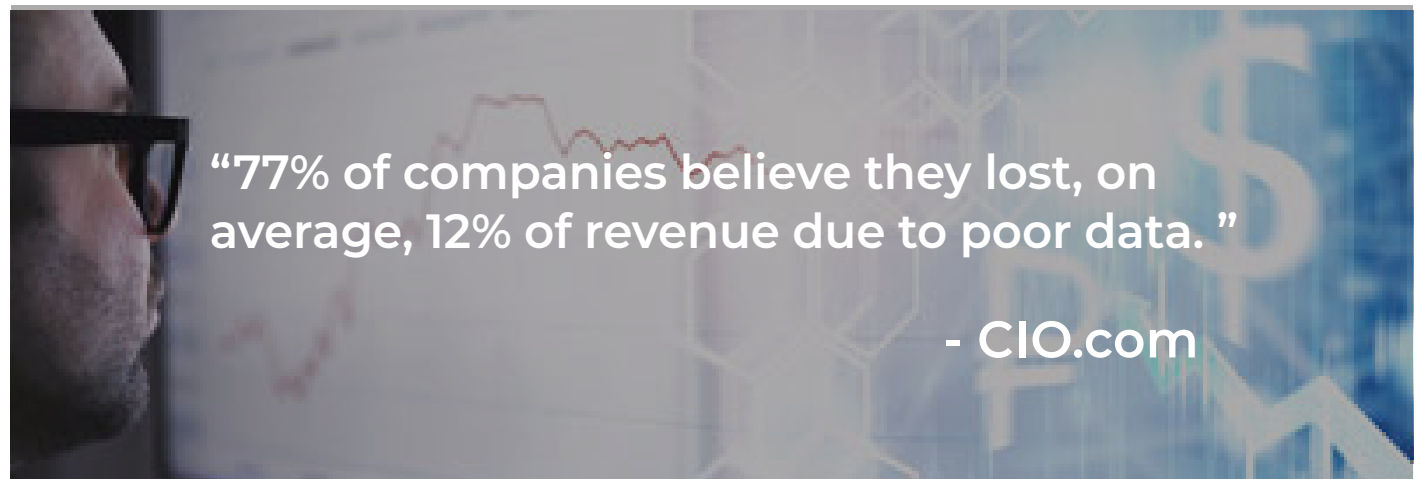
*To learn more about how Webbula can work with you,
visit webbula.com or call us at 888.883.2285*

The Cost of Bad Data Quality

Data quality is the lifeblood of all organizations. Quality data enriched with a data append service can empower you to market more confidently, create a better-personalized experience, and improve profitability.

Despite how crucial data is to every organization, companies suffer from incomplete, inaccurate, inappropriate, duplicated, or missing information in their database due to human error, system errors, and life-changing events.

Insufficient data can cost you more than sales. It can heavily impact the relationship between you and your customers.



The stats above show a common pattern of losses because of poor data quality. Improving data quality is paramount to growing your business.

To safely scale your business, avoid purchasing lists and instead seek out a data enrichment service, such as Webbula Data Enhancement.

Marketers have been uneasy about data appending. However, when done appropriately, data appends are a quick way to increase your knowledge about the people in your database.

Use an append service to enrich your first-party data with demographics, interests, email and postal addresses, and more. With this additional information, you can create messaging that will resonate better with the prospects and customers in your database.

Some marketers don't have a positive view of appends, usually because they worked with a provider that relied heavily on modeled data.

While data modeling has improved over time, marketers have told us they still feel uncertain about basing important marketing campaign execution decisions on models that piece together several disparate data points. Choosing a data provider partner that pulls data from 100% self-reported, individually-linked, and trusted sources is crucial. You should also ask providers what they do to ensure the cleanliness of their data.



We published a special report, 'The State of Appends,' to expand the discussion around appends in the email industry. In this report, we've shared the types of data that Webbula customers are appending to their databases, as well as the use cases, to give you some ideas about how a high-quality append could help your business and your bottom line.

[*Download the Special Report*](#)

Benefits of Data Enhancement

1. Build a High-Quality Database

Harnessing the power of Data Enhancement will empower you to build a high-quality database primed and ready for account based marketing campaigns. For example, your signup form only asks for a name and email address. With Webbula's Data Enhancement, you can fill in data gaps such as postal address and phone number.

You'll also maintain your email list health by ensuring you have the current, most up-to-date email address for your prospect and customer lists.

2. Campaign Confidently

Email, call, and execute ABM with confidence. With Data Enhancement, you'll know you're reaching the right inboxes, smartphones, and mailboxes.

3. Target More Specific Audiences

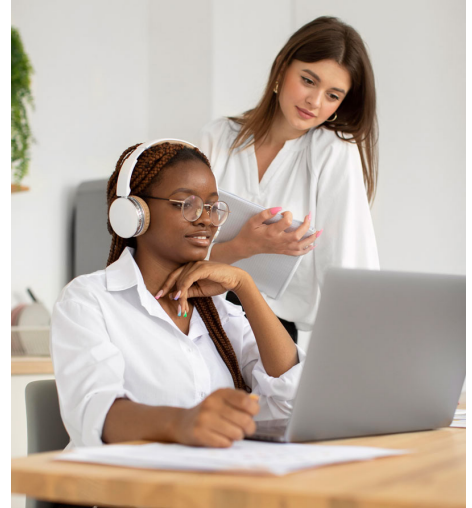
Data Enhancement will empower you to reach more specific segments of your target audience. You will be able to determine important information about your contacts, such as gender, age, and household income.

You can target prospects or existing customers based not only on your own first-party data, but also on the generation they belong to, as well as any interests, demographics, and more.

4. Increase Profitability

Data Enhancement opens up opportunities for new marketing channels. With access to previously unknown data points, such as phone number or postal address, you can ensure your message makes it to your intended audience.

Increased channel access means increased opportunities for revenue generation.



Webbula's data appending service, Data Enhancement, is the industry-leading service that includes more than 87% of all Americans. It is constantly updated and pulled from over 100+ credible sources.

That means Marketers can fill in the missing pieces of their customer data with email addresses, U.S. addresses, phone numbers, automotive & demographic segments.

How Webbula Helps Marketers

Expand Marketing Channels and Strategies

Data Enhancement will empower you to expand marketing channels and strategies.

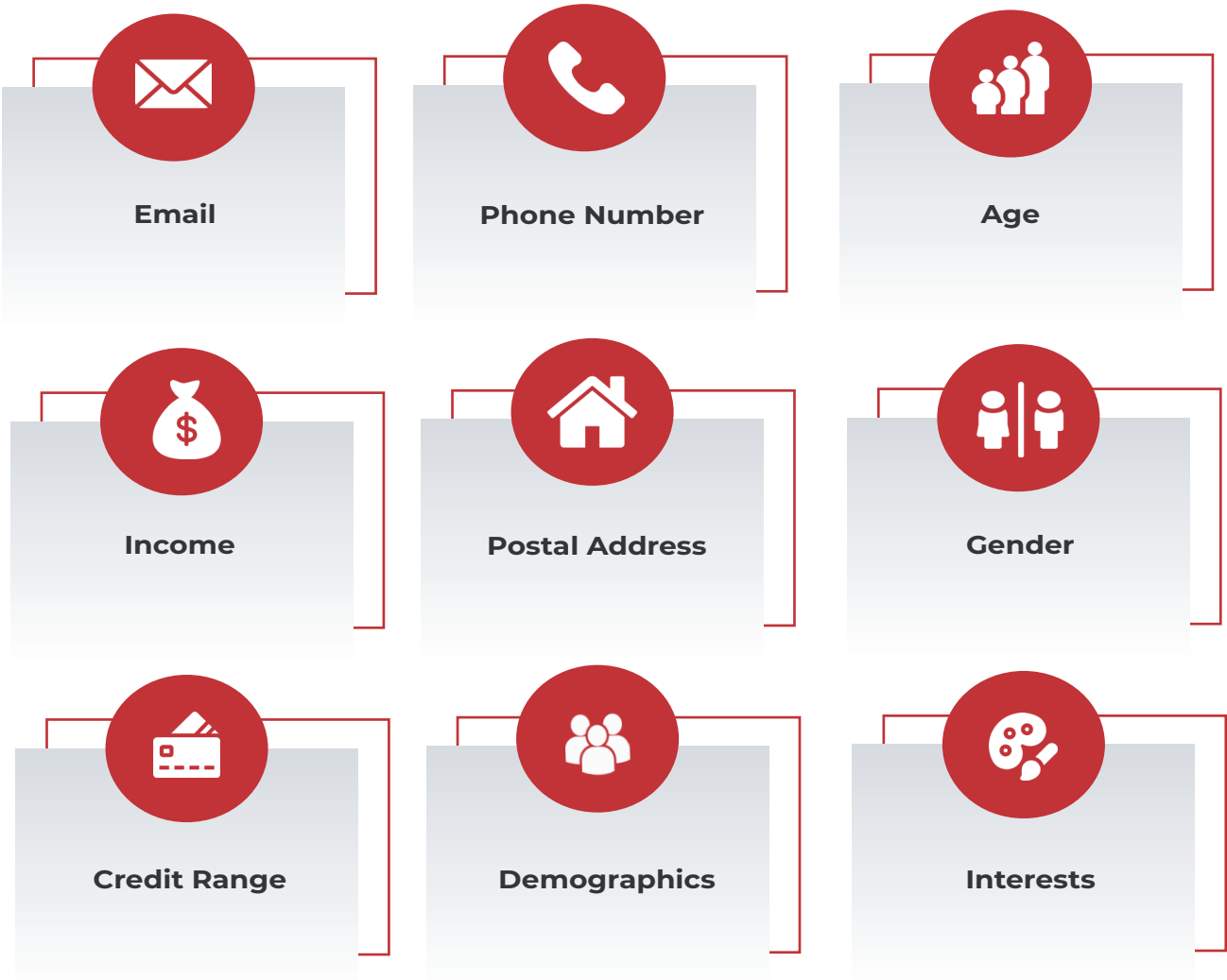
Inform Buyer Personas and Perfect Audience Segmentation

Layer demographic data into your first-party data sets to hone in on your ideal customer profile and perfect your audience segmentation.

Prepare Customer and Prospect Data for Re-Engagement Campaigns

Enhance first-party data in bulk for campaign deployment. Re-engage cold prospects or former customers by ensuring you have the most up-to-date and relevant information for them.

Data Points to Append with Data Enhancement



What are the Types of Data Appends?

1. Forward Append: This is when you already have a name or address on file for an individual and you are seeking more information such as a phone number, email address, demographic data, property data, or vehicle information.

Forward appending is considered the most common type of append because companies usually have a name, but need to fill in the missing information.

FIRST	LAST	ADDRESS1	ADDRESS2	CITY	STATE	ZIP	MAKE	MODEL
Lanphierd	Ryan	123 Main Street		Los Angeles	CA	90278	Acura	TSX
David	Jacobs	902 Cherry Lane	Apt 3D	Atlanta	GA	30097	Ford	F150
Michael	McCain	776 Mullford Drive		Austin	TX	78652	Honda	CRV

2. Reverse Append: When you obtain one field of data and use it to return all other data that can be tied to it. Let's say, for example, a business wants to send out a marketing campaign but wants to personalize it. Team marketing has a list of valid, consenting email addresses, but no full names. What can they do? They can reverse append their data using the email addresses, to receive the names, and any other information they may need to make the email campaign more personalized, such as demographic or interest data.

Reverse appending is open for almost any dataset, from names to email addresses or phone numbers. Reverse append match rates are not as good as forward append match rates. Forward appending is known to be more accurate and the process takes less time than reverse appends.

EMAIL	FIRST	LAST	ADDRESS1	ADDRESS2	CITY	STATE	ZIP
FLYINRYAN700@YAHOO.COM	Lanphierd	Ryan	123 Main Steet		Los Angeles	CA	90278
DRJACOBS22@GMAIL.COM	David	Jacobs	902 Cherry Lane	Apt 2D	Atlanta	GA	30097
MTMCCAIN@YMAIL.COM	Michael	McCain	776 Mullford Drive		Austin	TX	78652

3. Email Append: This is a popular subtype of a forward append where the customer's data contains a full set of personal identifying information (PII) and Webbula enriches that data with an email address.

FIRST	LAST	ADDRESS1	ADDRESS2	CITY	STATE	ZIP5	EMAIL
Lanphierd	Ryan	123 Main Street		Los Angeles	CA	90278	FLYINRYAN700@YAHOO.COM
David	Jacobs	902 Cherry Lane	Apt 3D	Atlanta	GA	30097	DRJACOBS22@GMAIL.COM
Michael	McCain	776 Mullford Drive		Austin	TX	78652	MTMCCAIN@YMAIL.COM

4. Fractional Append: This is a mix between both forward and reverse appends. For example, if you have a name and an email, you can get a postal address. This can be extremely useful for reaching out to your customers with a direct mail campaign.

FIRST	LAST	ZIP	MAKE	MODEL
Lanphierd	Ryan	90278	Acura	TSX
David	Jacobs	30097	Ford	F150
Michael	McCain	78652	Honda	CRV

How does the Data Enhancement Process Work?



STEP 1

Gather the data you have already & provide a list of the data you need more information about. You can share this in two different ways with Webbula:

A. File Transfer Protocol (FTP): A standard network protocol used to transfer computer files from one host to another host over a TCP-based network. Webbula has partnered with ShareFile (A Citrix Company) to have available the most secure and reliable FTP possible.

B. Application Programmable Interface (API): A set of programming instructions and standards for accessing a Web-based software application or Web tool. Webbula releases its API to the customers so that they can design products that are powered by our service.

STEP 2

Choose how you want to conduct your appends.

A. Express Mode: Appending to a single record in real / near real-time. This mode is available via Webbula's Append API.

B. Bulk Mode: Appending to a file containing multiple records. This mode is available via Webbula's Append API and FTP.

STEP 3

Webbula runs your data through our Webbula dataVault.

Once you've chosen how you're going to upload your data it's time to run your data through our dataVault to determine what we can match with our self-reported data. You can make selections confidently knowing they're from deterministic and individually-linked sources from over 83% of the U.S. consumer market.

STEP 4

The complete list is returned back to you.

WHAT MAKES WEBBULA DIFFERENT?

We stitch the data together at the individual level, not the household level, providing a more accurate picture of cross-channel consumer behavior.

All of our data is self-reported by the individual, also ensuring data accuracy.

All of our email data is cleansed through our multi-method hygiene solutions prior to onboarding, ensuring the ultimate data quality.

Our data includes intelligence on over 83% of the US Consumer Market, offering our customers a broader audience reach.

The Voice of Webbula Customers

Stitch Data from Multiple Sources to Create Unified and Marketable Audiences

3x3insights

The Challenge

At local stores, data collection is often fragmented. Independent chains have inconsistent loyalty and membership programs. Because of this, the data 3x3 Insights receives can sometimes be just an email address, or a name and a street address, or just a name.

The Solution

With the help of Webbula, 3x3 Insights takes the fractured data they receive from both independent and enterprise partners and creates a unified audience view. Matt explains that the demographic data of buyers is stitched together to create customer profiles which are then re-anonymized for privacy purposes and segmented into marketable audiences.

3x3 Insights takes fragments of data from many, many sources, combines it, and then buckets it. Interested companies can then, for example, serve ads to the 100,000 tequila drinkers in the state of New York. Even with disparate and incomplete data from the field, Webbula's Data Enhancement helps 3x3 Insights fill in the blanks and work piece by piece to create an audience that can be targeted and reached successfully.



About Webbula

Based in Pittsburgh, Pa, Webbula is the most comprehensive data quality platform. Since 2009, our technology and world-class partner ecosystem have enabled us to provide sophisticated multi-channel solutions to our clients via our Multi-Method Email Hygiene, Data Enhancement, and Online Audience Targeting.

Webbula's solutions mitigate delivery threats, enhance and append data lists for email campaigns, and create actionable audiences for online ad-serving. We have a proven track record of helping our customers navigate hazardous data quality obstacles and increase return on investment for their marketing initiatives.

To learn more or request a free test, visit webbula.com and connect with us on [LinkedIn](#) and [Twitter](#).