AccuData
INTEGRATED MARKETING

Real-Time Insights for Real-Time Engagement

Enhance customer and prospect engagement with real-time append solutions from AccuData.

Instantly identify and qualify individuals who interact with your brand. AccuData's real-time append solution provides updated contact information and instant access to more than 1,000 demographic attributes sourced from the nation's leading compiled datasets. Equip your sales and marketing team with insights such as age, gender, ethnicity, occupation, marital status, and home information.

Benefits

Instantly update records with pertinent contact information & demographic variables of your choosing.

Improve efficiencies & reduce errors with our easy to integrate solution that enables enhanced campaign effectiveness & better customer service.

Enhance customer & prospect engagement with relevant communications.

Real-Time Append Solutions

Improve your sales and marketing communications with your current and prospective customers with a real-time append solution from AccuData. With only a name, phone number, or postal address, we can identify your customer or prospect and provide complete contact information and additional demographic attributes in real time.

Ideal for:

- Point of sale or CRM data
- eCommerce solutions
- Lead generation or lead scoring initiatives
- Web form submissions
- Marketing automation integrations
- Call center solutions

Enables Organizations to:

1. Identify and qualify customers and prospects with a simplified process
2. Arm sales and service representatives with buyer profiles/personas
3. Make personalized recommendations based on appended data variables
4. Integrate multichannel marketing efforts with appended contact variables
5. Experience efficiencies by accessing up-to-date data in real time

With AccuData as your partner, you'll benefit from our unrivaled access to the nation's best data.

Time to Deliver in Real Time

Customers demand increasingly heightened experiences with your brand. It is becoming imperative that marketers deliver personalized communications and contextual offers in real time.

The use of real-time append services is ideal for the automotive, energy, financial services, insurance, hospitality, retail, senior living services, and telecommunications industries.

Real-Time Append with AccuData

Unrivaled Access

Access the nation's leading consumer databases with thousands of demographic attributes.

Easy to Integrate

Our API enables integrations with CRM, POS, and eCommerce solutions.

Transactional & Batch Functionality

Perform single transactions of up to 100 records for sub-second responses or perform batch processes of up to 5 million records.

Custom Solutions

Customize the demographic attributes and match logic to meet your specific goals.

Data On Demand

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