

# DATA ENRICHMENT SERVICES

## *Fill in the Blanks to Optimize Lead Management, without Burdening Projects*

You need as much data as possible about your leads and prospects. With complete data, you can fine-tune and target messaging and content, which leads to higher conversion rates. But you don't want to scare leads away with long field-heavy forms or follow-up questions.

DemandGen's Data Enrichment Service helps you fill the data gap and optimize lead management processes, such as lead scoring, routing and segmentation. Through partnerships with leading data vendors, including LeadSpace and ReachForce, we do the heavy lifting, helping you fill in the missing blanks and ensure your data enrichment goes smoothly.

### HOW IT WORKS

Depending on your needs, the Data Enrichment service can be applied in three ways:



#### **During Form Submission**

Through our vendors, we can supplement your form fills with an average of 80 additional data points, including information about the lead (i.e. title, technical expertise, etc.) and firmographic information (i.e. legal name, number of employees, annual revenue and more). You can keep your forms short to encourage conversions, and supplement your records with useful and reliable data in the background, automatically.



#### **Continuously**

Integrate the service to work seamlessly and continuously in the background to keep all your data accurate and up to date. Leads can be automatically resubmitted to the platform at regular intervals to check for new data.



#### **On a batch upload basis**

Don't want to pay for a subscription? Upload batches of data for enrichment and import them back to your database. It only takes a few days.

As part of the service, DemandGen will:

- 1 Gather requirements to determine your needs
- 2 Facilitate the contract with the appropriate vendor
- 3 Work with the vendor to create a timeline and workbook to implement, test and troubleshoot your solution

### INTEGRATIONS

DemandGen's Data Enrichment solution integrates with major lead management solutions such as Salesforce, Marketo and Eloqua through the magic of built-in APIs.

### BENEFITS

- Gives you peace of mind that you have the most accurate data
- Improves lead scoring and conversion predictability
- Improves lead routing and segmentation with additional, up-to-date firmographics
- Takes the burden of filling out long forms off to customers and prospects