

DATA ENHANCEMENT

VS

DATA ENRICHMENT



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Data Enhancement

Data enhancement is the process of enhancing and improving an existing dataset by adding new information or properties. This procedure focuses on supplementing your data with more accurate, full, and up-to-date information in order to present a more complete picture of your target audience or client base.

Address Standardization

Address validation and formatting to guarantee accuracy and uniformity.

Data Appending

Including missing data fields like phone numbers, email addresses, job titles, and so on.

De-duplication

To preserve data accuracy, identify and remove duplicate records.

Segmentation

Data segmentation based on certain criteria for improved targeting.

Data Enrichment

Data enrichment, on the other hand, is supplementing your dataset with other data sources in order to acquire deeper insights and a larger perspective. This procedure seeks to supplement your existing data with fresh, important information that can provide meaning and significance.

Demographic Data

Including socioeconomic, educational, and lifestyle information to better understand your audience.

Firmographic Data

Appending business-related details like industry type, company size, and revenue.

Geographic Data

Including location-based data for more targeted marketing efforts.

Behavioral Data

Incorporating insights into customer behavior, preferences, and interactions.