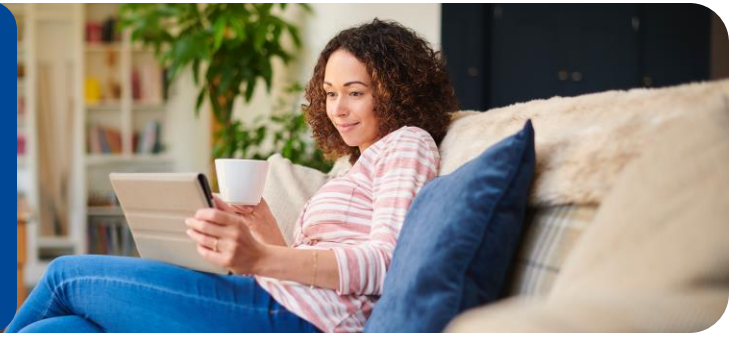# Enrichment

Powering your data-driven business

According to [McKinsey Global Institute](), data-driven organizations are not only 23 times more likely to acquire customers, but they're also six times as likely to retain customers, and 19 times more likely to be profitable.

Enrichment from Experian empowers brands with a trusted and comprehensive database of over 5,000 attributes to derive powerful insights. Insights that can be used to inform marketing and business decisions, build audience profiles, and much more.

☑ **Gain a deeper understanding** of your customers by enriching your customer file with Experian's robust database that spans across 15 verticals and categories

☑ **Solutions to fit your budget** choose from 12 standardized attribute bundles offered at a discounted rate

☑ **Empower your entire organization** offering choices from robust and granular attributes to simple to use pre-defined audiences

☑ **Insights you can trust** Experian has ranked [#1 in data accuracy]() by Truthset

Expansive reach and scale

🏠 **3.8 billion**
IDs for matching

5,000+
attributes

2,400+
audiences

Enrichment powers multiple use cases

Audience insights

Better understand your customers and their behaviors

Cross-sell/Up-sell

Find common themes within your customers to inform your up-sell and cross sell strategies

Audience profiles

Build profiles to be used by your sales and marketing teams for messaging and positioning

Media planning

Understand your customer's media consumption behaviors to build a media plan

Visit us at experian.com/marketing

experian.

Flexible data enrichment options

Experian offers multiple bundles of attributes and audiences to help you streamline the selection of your enriched data.

General bundles

Pre-selected and packaged bundles based on the most adopted and used attributes while taking into consideration price and data categories.

| Standard |
| Premium |
| Complete |

Vertical bundles

Pre-selected and packaged bundles organized by demographic and verticals based on the most used attributes for each category.

Core	Health
Auto	Retail
Credit Unions	Travel
Energy & Utility	Analytical

Custom

Combine attributes from multiple bundles to build your own custom bundle or choose each individual attribute for your delivery.

| Build your own bundle |
| A la carte selection |

Audiences

Select from any of our over 2,400 syndicated audiences to simplify the analysis of your first-party data.

The best data unlocks the best marketing. Ready to learn more?

Contact us today

experian.