



# Data Enhancement

Enrich customer data for deeper insight

Relying solely on information your customers share with you can leave gaps in your ability to really understand customer acquisition or retention opportunities. Enriching the customer data you hold with additional data, characteristics and attributes is an important aspect of the data-driven marketing process.

## Build a more complete view of your customers

Filling in the missing gaps in your customer data is a powerful way to segment your customers, personalise your messages, gain deeper insights, and create new opportunities for your business.

Gaps may need filling in basic information such as missing contact details or incomplete address data. For pinpoint profiling and deeper customer insight we can help you enrich your customer data with attributes such as demographic, lifestyle, geolocation or financial data.

## Helping to grow your business

Our Data Enhancement services are designed to help you verify and enhance your existing customer data to support your marketing and business development goals – whether that's understanding your most profitable customers, determining the best locations to open new stores, or finding new customers who are most likely to buy your products or services.

We look at customer data as an opportunity for you to grow your business and we work with you to make your contact data gain even more value.

## Better targeting for better performance

We help you build detailed, accurate and valuable views of your customer data including enhancements to individual, contact, household, postcode, family, lifestyle, financial preference and business classification variables.

By using our Data Enhancement services on a regular basis, we will help you to track your customers through different life stages over time.

You'll be more informed and in a better position to target messages and offers at a time that's right for your prospects and customers.

## Improve the value of your data even more

To help improve the overall quality and accuracy of your customer and prospect data even further, our Data Enhancement services work hand-in-hand with our [Data Cleansing](#) services.

We provide a full range of enhancement datasets and information. Alongside our Data Enhancement services, we're also able to provide you with [Insight Services](#) to give you the additional analysis needed to make more informed decisions to support your sales and marketing activities.

### Enhance your customer data across multiple variables

Our Data Enhancement services go far beyond contact and address data. From the table below, you'll see how we use an extensive range of reference sources to help you enhance your existing customer data across multiple variables.

Enhancement category	Value and details of service	Example variables
<b>Contact data</b>	Communicating with customers across multiple channels is becoming increasingly important. If your data is incomplete or lacks the required permissions, we can help you fill the gaps with millions of permissioned names, email addresses and telephone numbers.	Add email address or telephone number to a contact name or mailing address, or add name and mailing address to an email address.
<b>Geodemographic data</b>	Our geodemographic datasets are built at postcode level which means your customer data can be enhanced for segmentation and analysis.	CAMEO UK, income, financial, property, welfare
<b>Lifestyle information</b>	With over 30 lifestyle variables to choose from, we'll help you to understand the behaviours and habits of your customers in more detail. We'll run an initial analysis to help you identify the optimum data enhancement variables to drive the best results.	Age, marital status, gender, lifestage, hobbies, shopping habits
<b>House attributes</b>	Extend customer knowledge and insight by understanding where your customers live and how the kind of property they live in impacts their purchasing behaviours and decisions.	Owned, rented, number of bedrooms, with garden, house age, house value
<b>Personal attitudes and preferences</b>	Delivering the right offer at the right time to the right people can only be achieved if you understand your customers. Our personal attitudes and preferences data enables you to build this intelligence.	Green and ethical views, channel preference, leader or follower, early adopter, attitude to finance
<b>Affluence and financial insight</b>	Where available, information on household and individual income enables you to gain deeper insight into your customers' financial status and identify cross-sell and upsell opportunities.	Income, investments, directors, credit risk, owns another property, mortgage holder
<b>Location data</b>	Improve and enhance your address data with additional location, drivetime and geocoding data. Use our tools to help you visualise proximity to stores or competitors' locations.	PAF address version, store proximity, within M25, marketing region, geocodes, house alias



Our Data Enhancement services help to enhance your customer data to drive greater value. By appending related attributes from external sources, we'll help you gain greater understanding of your customers and improve analysis, profiling, segmentation and targeting.

### Key features

- Tailored service to meet your specific requirements
- Initial analysis to identify attributes of greatest value to you
- Choose to enhance your data with a single attribute or a suite of variables
- Append and enrich business and consumer customer or prospect data

### Key benefits

- Improve campaign targeting, response and conversion rates
- Increase your ability to clearly identify new customer acquisition, retention or re-activation opportunities
- Improve marketing performance by aligning product and service offerings to the right customers at the right time through their preferred communications channels
- Assess market potential, business development or invest/divest opportunities
- Deeper customer analysis, modelling, segmentation and profiling based on analytics-ready data
- Improve the overall quality of customer data to reduce costs incurred through wastage



**Request your Customer Data Quality Audit Report**

### About Royal Mail Data Services

Royal Mail Data Services is a business unit of Royal Mail Group. We're committed to helping our customers build data-driven businesses to improve business performance.

Customers work with us for many reasons. To find new customers. To identify new sales and customer retention opportunities. To reduce the cost of using inaccurate or out-of-date address data. To enhance customer experience by delivering more personalised, relevant and welcomed communications and interactions.

### For more information:

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