DBS Data
Verification Solutions

Check, validate & enhance your data when you need it

Challenge

I need to check and validate data in real time

I need to understand more about my customers to drive relevant messaging

I'm struggling with data capture quality through my customer channels

I want to improve my customer experience online

Validating customer information at the point of capture is key to ensuring the on going quality of your customer data for sales and marketing.

Verifi – real-time data verification and enhancement

Verifi is a DaaS (data-as-a-service) solution that is delivered via an API to provide a real time response to incoming customer data validation. The API can be integrated into any data capture or CRM system to allow the users to validate, enhance and make real-time decisions to drive better 1-to-1 communications.

Verifi ensures that the names, addresses and contact channels that are provided in contact forms are valid and that those individuals are currently living at the address they have given. The API will then deliver (in real time) key insight to allow the organisation to make decisions on the next best action. In simple terms, ensuring the individual that is interacting with you is who they say they are but also arming the organisation with the tools to give you the best opportunity of selling to the customer or prospect.

Delivery options

Our flexible delivery options allow for our clients to have access to the most up to date compliant consumer records in a way that suits them.

• Data as a Service (DaaS) – take advantage of our data solutions on a self-serve basis via an API or online enabling you to manage your own customer data with the benefit of our leading edge solutions.

▶

To find out more about our Verification and other data solutions please contact us on 01245 397 570 or email thesalesteam@dbsdata.co.uk

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numbers and email addresses provided were live.

Verifi was then used to go one step further. Where a match was found to our B2C consumer universe 'Lifebase', Verifi pulled back in real time additional information about that individual, substantially enhancing the data and providing the end client with key insight about who the person was, their financial position, life stage and even what car they currently drive. This allowed both the lead aggregator and the end client to prioritise records by "next best action" and try to convert leads based on perceived intent and likelihood to buy.

Results

The result of this project was an up lift in conversion from lead to sale of 12% and on the back of this Verifi was immediately rolled out to 4 other clients.

Other Customers who have integrated Verifi have shown up to 18% uplift in conversion through website visits

Using the enhanced data to creating automated next best action online can deliver 3 times more conversions than re-targeting.

▶ **Case Study**

Challenge

We worked with a leading organisation whose core business is lead aggregation and delivery. The company works with a number of the UK's major brands to collate, validate and deliver leads to their clients in real time. There challenge was to be able to qualify inbound leads better to drive up conversion rates.

Process

Verifi was connected via api into the web lead database of one of their major clients – an automotive manufacturer. The role of Verifi was to validate that the person enquiring about a brochure or test drive was the person they said they were and also to ensure that the telephone

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About DBS Data
We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.

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