precisely
Data Integrity Suite

Data Enrichment

Enhance the completeness and usability of your data with critical, real-world context from hundreds of expertly curated, pre-linked datasets
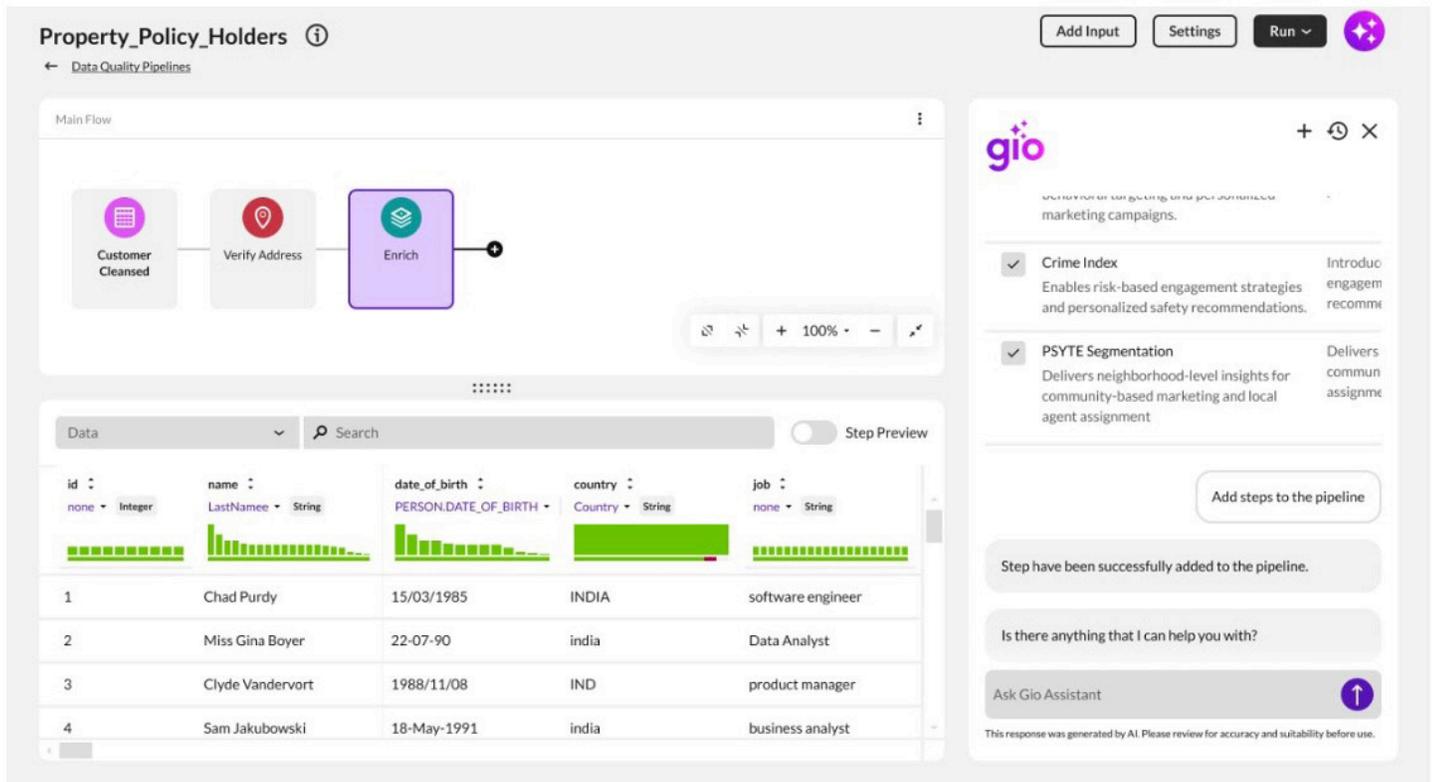
Overview:

The Precisely Data Integrity Suite Data Enrichment Service combines your business data with trusted third-party datasets to prepare you for what's next, like:

- Enhancing the contextual relevance of your data to power AI
- Assessing risk and making underwriting decisions
- Segmenting customers and launching targeted marketing campaigns
- Performing property valuations and investment analysis
- And much more

Enriching your existing data with additional, relevant attributes makes it more understandable, complete, and actionable, transforming it into a valuable asset that's ready to meet the demands and complexities of your business.

Benefits:

- **Increased Confidence in Decisions:** Make more informed decisions with accurate, trusted data.
- **Deeper Understanding of Customer Behavior:** Gain insights into customer behaviors, preferences, and needs.
- **Reduced Preparation Time:** Spend less time preparing data for operations, analytics, and AI.
- **Enhanced Security Measures:** Identify and mitigate potential fraud or geographical risks.
- **Improved Customer Interactions:** Tailor messages and marketing strategies with enriched, context-rich data.
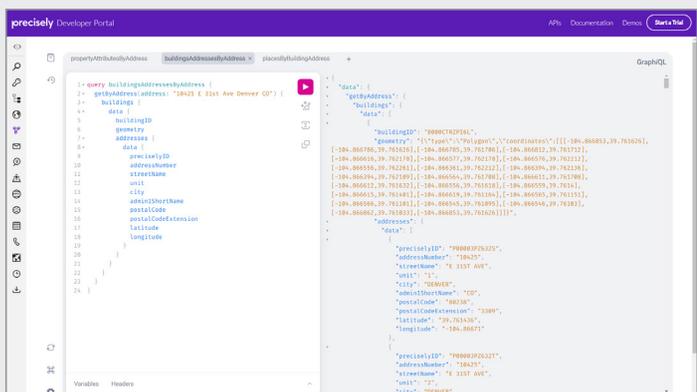
How it works

- **Access** data enrichment with ease through flexible and responsive APIs, pipeline operators, and AI agents that understand your data and business context.
- **Connect** to data sources and automatically catalog them in the system.
- **Generate** or upload sample data to design your pipelines or reports.
- **Connect** your data via PreciselyID, a unique identifier appended to addresses and hundreds of our datasets for easy connection.
- **Visualize** appended data in your pipeline or curated location reports, with data at the center of the design experience.
- **Deploy** pipelines to one or many environments, share reports with stakeholders, or connect data via APIs.

Flexible data access and diverse deployment options

Design in the cloud, run wherever your data resides

Access a network of connected data with the Data Graph API

Do more with agentic AI

Take the complexity out of data enrichment and accelerate time to value with AI agents that understand your business and guide you through every step of the process. These AI agents infer critical context and business rules from metadata, recommend the right next action to take, explain why, and let you review and adjust before automating traditionally complex processes. Regardless of your expertise, trusted AI agents can help you rapidly go from raw address records to enriched, decision-ready data by:

- Finding and fixing bad addresses and appending the PreciselyID
- Recommending relevant enrichment datasets based on your use case and priorities
- Automating critical enrichment processes while keeping humans in the loop

Features

- **Frictionless data access**
  - Access a network of connected enrichment data with the Data Graph API, a single access point, that allows you to tap into hundreds of datasets and thousands of attributes. Its dynamic data retrieval means you receive only the data that is relevant to you, cutting through the complexity and accelerating time to value.

- **Discover and explore relationships within datasets**
  - Our network of connected data facilitates deep analysis and frictionless integration with your business data, enhancing the efficiency and effectiveness of your data management processes.

- **Visualize data with out-of-the-box location reports**
  - Visualize relevant context with expertly curated location reports. These reports provide a geographic dimension to your data, helping you understand spatial patterns and relationships. Whether it's analyzing property details or potential areas of risk, location reports offer a clear and intuitive way to interpret complex data.

- **Design in the cloud, run anywhere**
  - Run data enrichment processes wherever data lives to ensure a scalable and cost-effective operation. You can design your enrichment workloads once in the cloud and deploy them across environments, saving time and resources.

- **Accelerate key processes with AI agents**
  - Reduce friction and easily enhance the depth and completeness of your data with AI agents that verify and geocode address data, suggest relevant enrichment datasets for your use case, and automate complex workflows.

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