precisely
Data Integrity Suite

Data Enrichment

Enhance the value and usability of your data by adding context from hundreds of expertly curated 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 AI results
- assessing risk and making underwriting decisions
- segmenting customers and launching targeted marketing campaigns
- performing property valuations and investment analysis

Enriching your existing data with additional attributes makes it more understandable, accurate, and actionable, transforming it into a valuable asset ready to meet the demands and complexities of your business.
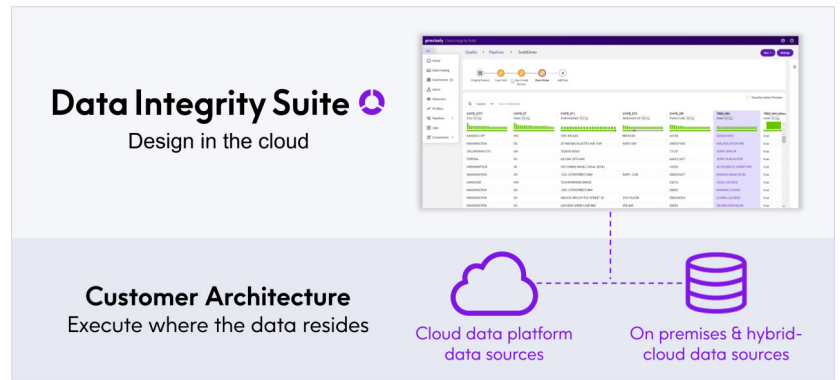
Benefits:

- **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 and analytics.
- **Enhanced Security Measures:** Identify and mitigate potential fraud or geographical risks.
- **Improved Customer Interactions:** Tailor messages and marketing strategies with enriched, context-rich data.
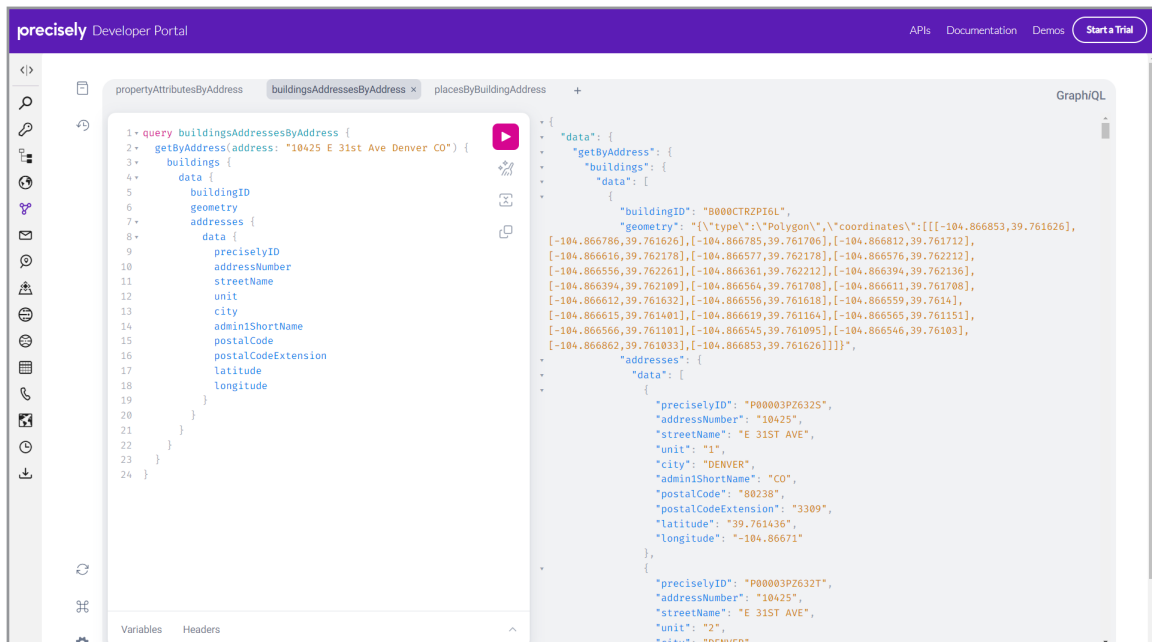
How it works

- **Access** enrichment data with ease through the Data Graph API or...

- **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 in one or many environments, share reports with stakeholders, or connect data via APIs.

Data Integrity Suite
Design in the cloud

Customer Architecture
Execute where the data resides

Cloud data platform data sources

On premises & hybrid-cloud data sources

Design in the cloud, run whever your data resides

Access a network of connected data with the Data Graph API

Features

- **Better, faster, stronger**
  - 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 enabling faster insights.

- **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, leading to more strategic planning and operational decisions.

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

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