



FREE YOUR DATA

THE REST WILL FOLLOW

white paper

Data has become the cornerstone for many companies when it comes to understanding their customers, their buying patterns, motivations, behaviors, etc. All of this decides how marketing campaigns are crafted, communication strategies are developed and even how products are positioned and priced. In short, without ample customer data, you will be shooting in the dark.

If you want to derive powerful insights from your company data, then you need to be able to get the data anytime you want, and it should be up to date. This is the part where data enrichment becomes pivotal in today's business world.

Here are 5 ways businesses can use data enrichment:

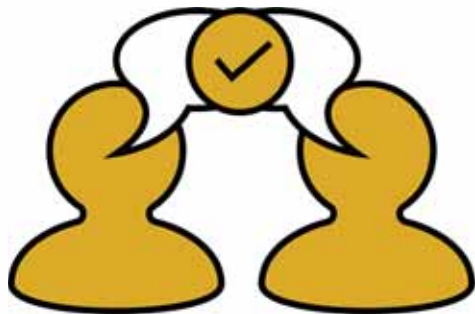
Shorten the buying cycle:

Capturing your lead's contact is one of the main reasons why businesses invest in content marketing by creating lead magnets like e-books, case studies, long-form blogs, etc. With the help of data enrichment, you will be able to reduce the number of questions that you ask in the lead generation form. By creating short forms, you are more likely not to antagonize the lead.

Most marketers have a habit of asking too many questions to the customers while filling the forms. It means that the lead should spend more time in filling the details which can be frustrating especially if you make the field mandatory. It can lead to a lot of friction because the lead is expecting a free consulting call or an e-book from you, but there are too many questions from your side before they can get it.



Personalize customer interaction



When your data is enriched, you will possess a lot of information about your prospective customers. Using this information, you can target them with personalized ads and messaging that will bring them closer to your brand. You will even be able to segment your customers in such a way that you will provide them with the right customer journey. Customers these days do not want cookie-cutter solutions and are looking for something that is more suited for their specific needs. There is only so much you can do with the help of demographic, firmographic, and technographic data. For providing a more **personalized solution to your prospective customers**, you need to customize your interaction, and it is only possible with help of data enrichment.

Improving customer experience



When a prospective customer is trying to choose between you and your competitor, pricing will only be one of the factors, and certainly not the most important. You will realize that customer experience makes all the difference when it comes to choosing between two companies that offer the same product/service. With the help of data enrichment, you will have a lot of insight about the prospect's requirements and provide them with campaigns and interactions that will delight them.

Better lead scoring:



Every marketer knows that not all leads are the same. If your sales team gives the same importance to each prospect, then you will waste a lot of time in reaching out to the wrong ones. Having a good lead qualification system will ensure that you don't have to struggle in this area.

If you go through the traditional route, then it will take a lot of days for you to score your leads effectively. You will have to collect information, run models to understand who the most promising ones are and qualify each of them individually. With real-time data enrichment, you will be able to route the lead to the right rep. You can expect fewer errors and greater accuracy.

Automated routing:



Are your company's sales reps spending more time doing research and data entry or are they calling up customers to get more sales? With the help of data enrichment, you will be able to aggregate accurate information directly in your CRM. Now that you have consistent data about each of the prospects, the sales reps are better positioned to have an automated routing system based on their territory. This will result in the sales reps getting the right leads without having to waste time in manually searching for them.

Conclusion:

Integrating data points from different sources will help you enrich the data and put you in a position where you will be able to service your customers extremely well. It will help you take your B2B prospecting to the next level. Your business will also be segmenting customers, providing personalized targeting, indulging in automated routing and lead scoring more effectively after data enrichment. There are many more use-cases with data enrichment which makes the life of your sales reps easier and makes your business more effective.

If you're looking for business solutions, [Vereigen Media](#) has specialized in B2B databases to reach your desired demographic and provides your sales team with actionable data. We help you reach out to the people who are most likely to become paying customers by providing the tools you need to do it effectively.

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