

Get the Full Identity Picture With Powerful People Data

Connect Public and Professional Identities With
Comprehensive Contact Intelligence



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Optimizing the User Experience With Stronger Data

For marketing, sales and talent acquisition technology platforms, the defining challenge is to connect platform users to their audience and provide actionable and detailed contact intelligence. To do so, these companies must provide their clients with a complete picture of a prospect, candidate or customer. This is called contact intelligence, and achieving it requires access to rich, up-to-date people data, such as demographic, social media, professional and location information.

..... What Is Contact Intelligence?

Contact intelligence augments data pipelines with rich, up-to-date people data to blend public and professional identities, painting a complete picture of leads and candidate profiles.





The Old Methods of Segmentation Aren't Enough

Organizations need to be able to slice and dice their audiences with greater sophistication. Gone are the days of segmenting purely on location, industry and job title. Modern teams working with people-centric data are thinking beyond this type of high-level profiling. Access to broader and richer people data enables these teams to uncover trends within their wider data sets, but also on the individual level.

Contact Intelligence— A Smarter Way to Connect

Adding both online and offline people data—professional, social, demographic and location information—to existing contact-centric tech platforms and processes allows companies to provide a more complete picture of prospects and customers. In turn, this contact intelligence enables your customers to turn incomplete lead data into revenue, improve efficiency, segment with greater sophistication and optimize the user experience.

Data Types

Enrich contact records with rich demographic, social media, professional and location information.

- Name, gender
- Emails (personal and professional)
- Career and skills
- Social profiles and social following
- Associates, family members
- Phone numbers
- Address information
- Age and date of birth
- Profile images
- Vehicle ownership details
- Web mentions, blogs, archives





More Data Makes for More Confident Decisions

By enriching contact records with rich professional, social and demographic information, marketing, sales and talent acquisition technology platforms are able to offer sophisticated audience segmentation and improved contact rates, allowing their customers to focus on the opportunities most likely to convert. Providing contact intelligence saves your users the time spent searching for additional information on leads, weeding out junk leads and ranking which leads to prioritize.

Contact Intelligence in Action

Whether it's making the sign-up process easier for customers, integrating personalized details into recruiter outreach or funneling leads into the appropriate campaigns, smart use of contact intelligence can dramatically improve the user experience.

Inbound Identity Lead Resolution

- Enrich leads as they come in
- Convert limited lead information into comprehensive lead profiles
- Speed up qualification
- Give sales teams the information they need to work the opportunity
- Remove friction from the sign-up process

Smart Chat Apps

- Inform chat bots or customer support representatives
- Provide the most personalized experience to the customer
- Improve the efficacy of the customer support staff

Personalize Marketing Automation

- Enrich every lead and customer record
- Segment the audience more granularly
- Choose data points like location, gender, age, job title, social media presence, etc.
- Create rules within marketing automation platforms
- Funnel people to segments and to campaigns that are relevant and meaningful

ABOUT PIPL

Pipl is the identity trust company. We make sure no one pretends to be you. We use multivariate linking to establish deep connections among more than 100 billion disparate identifiers—email, mobile phone and social media data that spans the globe—and then look at the big picture to derive identity trust. Our solutions allow organizations to provide frictionless customer experiences and approve more transactions with greater confidence and speed. For more information, visit pipl.com.

Achieve Personalization at Scale

Deeply detailed people data is essential to connecting clients with their audience in order to deliver actionable business insights. That's why leading companies choose Pipl as their primary source of comprehensive contact intelligence. Here's just some of what we can do:

- Connect online (social, email, mobile) and offline (address, home phone, demographics) data
- Automate identity resolution, linking public and professional personas
- Search with any data point (name, email, phone, social, etc.) and find a comprehensive profile
- Enrich contacts with the full spectrum of people data—professional, social, demographic and location information
- Offer robust international coverage

Want to learn more? [Connect with us here.](https://pipl.com)