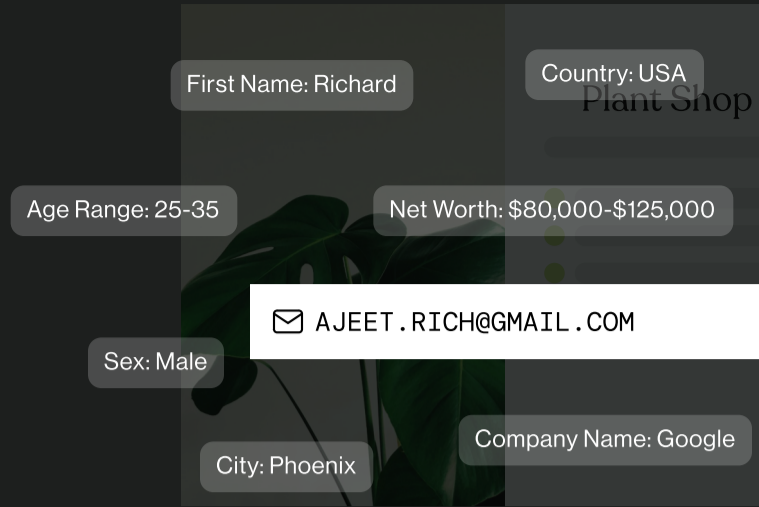


Data Enrichment

Gain a deeper understanding of your customers & market using Justuno's data enrichment feature. Add relevant info to your email subscriber profiles for a more comprehensive view of your audience.



What's included?

All paid plans get:

- ✓ First name
- ✓ Last name
- ✓ LinkedIn profile
- ✓ Age range
- ✓ Sex
- ✓ Marital status
- ✓ Has children
- ✓ Social connections
- ✓ Income range
- ✓ Net worth
- ✓ Is a homeowner
- ✓ Address 1
- ✓ Address 2
- ✓ City
- ✓ State/Region
- ✓ Zip code
- ✓ Country

Flex & Enterprise plans get additional data:

- ✓ Job title
- ✓ Company name
- ✓ Company domain
- ✓ Company revenue
- ✓ Company industry

What to do with it?

Create segments to trigger onsite experiences

Sync data with integrated MarTech Platforms

Enhanced Customer Insights: Additional demographic, behavioral, and psychographic data = more detailed profiles and makes it possible to create more personalized interactions/targeted marketing strategies.

Improved Data Quality: Data enrichment can fill in missing info, correct inaccuracies, and ensure consistency within your database for more reliable analysis.

Informed Decision-Making: The added context for your customer data helps you make better and more effective decisions leading to higher engagement + conversion rates on campaigns including paid ads.

Operational Efficiency: Enriched data can optimize your processes by providing insights into customer needs and market trends to uncover opportunities.

Ready to get started?

Free trial users have access to this feature during their 14-day trial afterward you must be on a paid plan to access the data. Lite plans receive access to consumer data while flex and enterprise receive access to consumer & business data. Message your Justuno point of contact or email sales@justuno.com to learn more.