

Data Enrichment

Unlock the full potential of your customer data with Breeze Intelligence's data enrichment. Elevate your marketing, sales, and customer service efforts by enriching your existing data with valuable insights.

What is Data Enrichment?

Data enrichment is a powerful feature within Breeze Intelligence that enhances your existing customer data by adding additional layers of information. This feature pulls in data from various sources to give you a comprehensive view of your customers.

Key Functionalities and Capabilities

- ✓ Enrich customer profiles with demographic, firmographic, and technographic data.
- ✓ Automate data enrichment processes to save time and improve accuracy.
- ✓ Enhance existing workflows and automations with better data to deliver better outcomes.

Customer Jobs to Be Done

- ✓ Identify high-value prospects quickly, reducing the speed-to-lead for your sales team.
- ✓ Write highly personalized marketing campaigns at scale with enriched data.
- ✓ Quickly filter out lower quality leads with improved lead scoring.

Use Cases

Scenario

Your marketing team is struggling to improve engagement from their emails due to having limited data about their contacts.

Use-Case

With data enrichment, your team can automatically fill in missing details, such as role, company size, and industry, allowing better list segmentation and personalization.

Steps to Use Data Enrichment

- 1 Activate automatic enrichment of company and contact records.
- 2 Set up lead scoring rules to utilize the enriched data.
- 3 Create new workflows and automations based on the improved lead score
- 4 Use the insights to improve targeting and personalization in your campaigns.

Customer Benefits

Outcome: By using data enrichment, customers achieve reliable company and contact data coverage that is refreshed continuously with accurate data.



HubSpot's data enrichment feature quickly improved our data quality, leading to more effective campaigns and better alignment with our Ideal Customer Profile. 92% of companies in our CRM had at least one new enrichment property populated by the new feature. From my experience with other offerings, this is really good coverage.

Phocas Software - Josh Ames, RevOp Manager