

The page features several decorative elements in shades of orange. At the top right, there is a large circle with a smaller, solid orange circle inside it, and a thin orange line extending from the top left towards the center. Below this, there is a smaller version of the same circle-and-line graphic. At the bottom right, there is a large, partially visible graphic consisting of a large orange circle with a smaller orange circle inside it, and a thin orange line extending from the top left towards the center.

# MarketBASE Data Enhancement

## **PAC-COMM Data Enhancement and Enrichment Programs**

**Accelerating Customer Analytics & Marketing**

*The enhancement or enrichment of customer data dramatically expands marketing insight while expanding high ROI segmentation of customers or prospects. The program also acts as the basis for cooperative relationships between data and research.*

**PAC-COMM  
2014**

## **The Logic of Data Enhancement and Enrichment**

The systematic enhancement of customer records with external business (firmographic) and consumer data (demographic) provides important and sometimes critical insight not possible without such information. This insight can positively affect multiple functions of a business including:

- Management Focus on “Who are our Customers”
- Market penetration and market share assessment
- Sales / new account acquisition
- Message development and personalization
- Product / service planning
- Account renewal planning and programs
- Cross-selling, up-selling programs and activities
- Customer relationship management (CRM)
- Retention, churn reduction efforts / programs
- Modeling using client supplied data augmented by third party data

The proper and thorough use of enhancement data requires committed data mining resources employing mining paradigms based objectives. Here multiple variations of key questions / objectives should be tested employing all available enhancement characteristics. Anything less than an intensive and thorough data mining program commitment will fail to identify all possible value in appended business and/or consumer information.

For example, posing a question as “What enhancement characteristics are related to or predict service cancellation?” is a much different question than “What new acquisition customers have the greatest potential to be long-tenure accounts?” The first question will demonstrate far less value of enhancement data than the second.

## **Data and Research Cooperative Relationships**

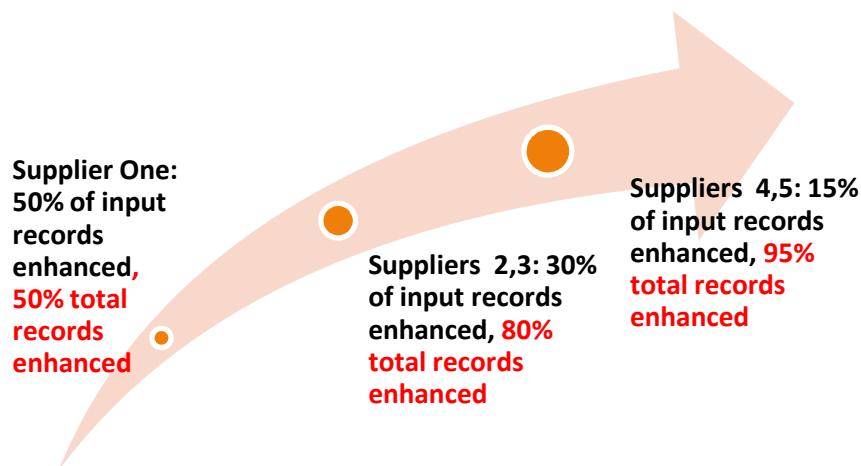
The presence of advanced data enrichment programs permits the re-thinking of the relationship between data (specifically data compilers) and all forms of research. The traditional view of research obtaining third party data only to enrich analytics has been replaced by a more dynamic relationship where research is not the end product of data enhancement but also the beginning.

For example, if the conclusions is not only the findings of the research but also the data implications of that research to the definitions of what data elements are predictive of performance and thus should augment the records of new as well as lapsed customers to provide ongoing segmentation of customers and prospects. This mutual value relationship thus translates to on-going management, CRM programs, etc.

A resulting implied feedback loop reinforces the need for not only on-going enhancement of customer records but also the periodic re-testing of research relationships to provide adjustment to the content and timing of enhancement programs.

## Low enhancement Rates a Thing of the Past

- **Single party enhancement suppliers** typically suffer from low match rates where only 30% to 50% of business, consumer records are enhanced with third party data. Disparity of appended information (also called missing data) results in major limitations to analysis, account management, and account communications.
- To address the chronic problem of low single party match rates, PAC-COMM created the **MarketBASE Enhancement Program, a multi-supplier sequential enhancement program.**
- Enhancement of business and consumer customer records significantly improves cross-selling, market segmentation, analytics, modeling, CRM applications, business intelligence, and account retention. Enhancement attributes typically include firmographics (SIC, NAICS, sales volume, etc.) or demographics (age, household configuration, income / wealth, etc.).
- **In contrast to the low match rates of single suppliers, the MarketBASE Enhancement Program typically enhances 85% to 95% of total input records with consumer or business enhancements.**
- PAC-COMM business and consumer compilers conduct sequential passes to match and enhance client records. Records not matching the first compiler data are transmitted to the second supplier, records not matching the second are transmitted to the third supplier, etc.
- In addition, the program submits all client records simultaneously in two parallel tracks: business and consumer enhancement. Resulting enhanced records then become one of three types: (1) consumer matches, (2) business matches, or (3) both consumer and business matches.
- MarketBASE refined matching algorithms and sequential enhancement efforts of 3-5 suppliers match rate (coverage) will exceed a single supplier approach by a range of 20% to 60%+ more records enhanced. [\(The following chart illustrates benefit of multi-supplier sequential enhancement\).](#)



- Tested, developed from 2004 to 2013 with refinements on-going, the MarketBASE Enhancement Program has been employed with over sixteen PAC-COMM clients.

- PAC-COMM creates the conversion and return file scripts for mapping and consolidating data from different suppliers and as those suppliers change.
- Data suppliers are identified by the number of consumer and business characteristics they offer, the "bundled" price of those enhancements, and coverage of key data elements requested by each PAC-COMM client.
- Consumer suppliers rotate as old suppliers lapse and new are added - currently PAC-COMM maintains up to five each business and consumer complier / suppliers.
- Total enhancement results can be further improved by using more address cleansing programs similar to PAC-COMM BASICS program prior to enhancement efforts.

Questions, comments, discussion please respond to:

Teresa Roemer  
troemer@pac-comm.biz  
PAC-COMM  
1600 Tysons Blvd, Ste. 800  
McLean VA 22102

## Business and Consumer Enhancement Data Elements

### Business (Firmographic) Characteristics

- Company Name
- Contact Name
- Gender
- Physical Address
- Physical Address City
- Physical Address State
- Physical Address Zip
- Physical Address Zip4
- Mailing Address
- Mailing Address City
- Mailing Address State
- Mailing Address Zip
- Mailing Address Zip4
- Phone
- Email
- URL (Web Site)
- County
- CBSA
- Latitude
- Longitude
- Census Tract
- Census Block
- 2010 Population
- Number of PCs
- Primary SIC
- NAICS Description
- Number of Employees
- Yearly Sales
- Year Established
- Years in Business
- Female Owned?
- Home Based Indicator?
- Small Business Indicator?
- Import or Export
- Non Profit Organization?
- Square Footage
- Credit Score
- Credit Capacity
- Advertising Expenses
- Technology Expenses
- Office Equipment Expenses
- Rent Expenses
- Telecom Expenses
- Accounting Expenses
- Business Insurance Expenses
- Legal Expenses
- Utilities Expenses

## Consumer (Demographic) Characteristics

- Full Name
- First Name
- Last Name
- Gender
- Date Of Birth Year
- Date Of Birth Month
- Date Of Birth Day
- Age
- Ethnic Code
- Religious Affiliation
- Language Preference
- Country Of Origin
- Address
- City
- State
- Zip
- Zip4
- Latitude
- Longitude
- Census tract
- Census block
- County FIPS
- County Name
- CBSA Code
- CBSA Title
- Phone
- DNC
- Phone
- Charitable
- Animal Welfare
- Arts Cultural
- Children
- Environment Wildlife
- Health
- International Aid
- Political
- Political Conservative
- Political Liberal
- Religious
- Veterans
- Community involvement
- Ailment Allergy
- Ailment Arthritis
- Ailment Diabetic
- Ailment Disabled
- Ailment Orthopedic
- Ailment Senior
- Internet Type
- Business Owner
- Single Parent
- Veteran
- Vehicle New Used 1
- Vehicle New Used 2
- Green Living
- Number Children
- Children Present
- Home Value Code
- Median Home Value Actual
- Median Home Value Description
- Home Value Donor Capacity
- Home Value Donor Capacity Code
- Home Value Donor Capacity Description
- Home Owner Renter
- Length Of Residence
- Dwelling Type
- Recent Home Buyer
- Recent Mortgage Borrower
- Median HseHId Income Actual
- Median HseHId Income Code
- Median HseHId Income Description
- Income Code
- Income Description
- Unsecured Credit Capacity
- Income Donor Capacity Code
- Income Donor Capacity Description
- Unsecured Credit Capacity
- Unsecured Credit Capacity Code
- Unsecured Credit Capacity Description
- Net Worth From Home value
- Net Worth Description
- Discretionary Income
- Discretionary Income Code

- Discretionary Income Description
- Marital Status
- New Parent
- Child Near High School Graduation
- College Graduate
- Empty Nester
- Expectant Parent
- Intend Purchase Vehicle
- Recent Divorce
- Newlywed
- New Teen Driver
- New Teen Driver Gender
- Urbanicity
- Wireless Product Buyer
- Fashion
- History Military
- Smoking Tobacco
- Current Affairs Politics
- Theater Performing Arts
- Community Charities
- Religious Inspirational
- Science Space
- Career Improvement
- Food Wines
- Arts
- Reading General
- Reading Religious Inspirational
- Reading Science Fiction
- Reading Magazines
- Reading Audio Books
- Cooking General
- Cooking Gourmet
- Foods Natural
- Travel Domestic
- Travel International
- Travel RV
- Travel Cruises
- Exercise Running Jogging
- Exercise Walking
- Exercise Aerobic
- Crafts
- Photography
- Aviation
- Auto Work
- Sewing Knitting Needlework
- Woodworking
- Games Board Puzzles
- Music Home Stereo
- Music Player
- Music Collector
- Music Listener
- Movie Collector
- TV Cable
- Games Video Games
- TV Satellite Dish
- Health Medical
- Dieting Weight Loss
- Self Improvement
- Cat Owner
- Dog Owner
- Other Pet Owner
- House Plant
- Parenting
- Childrens Interests
- Grandchildren
- Spectator Sports Racing
- Spectator Sports Football
- Spectator Sports Baseball
- Spectator Sports Basketball
- Spectator Sports Hockey
- Spectator Sports Soccer
- Collectibles General
- Collectibles Stamps
- Collectibles Coins
- Collectibles Arts
- Collectibles Antiques
- Investments Personal
- Investments Real Estate
- Investments Stocks Bonds
- Computers
- Games Computer Games
- Consumer Electronics
- Fishing
- Outdoor Camping Hiking
- Outdoor Hunting Shooting
- Outdoor Boating Sailing

- Outdoor Scuba Diving
- Environmental Issues
- Sports Tennis
- Sports Golf
- Sports Skiing
- Sports Motorcycling
- Sports Equestrian
- Home Furnishings Decorating
- Home Improvement
- Gardening
- Gaming Casino
- Sweepstakes Contests
- Boat Owner
- Career
- Christian Families
- Collectibles Sports Memorabilia
- Education Online
- Investments Foreign
- NASCAR
- Reading Financial Newsletter Subscribers
- Beauty Cosmetics
- Home Improvement DIY
- SOHO
- Truck Owner
- Motorcycle Owner
- RV Owner
- Mail Order Donor
- Income Estimated Household Ranges
- Money Seekers
- Spectator Sports TV Sports
- Collector Avid
- Home Living
- DIY Living
- Sporty Living
- Upscale Living
- Cultural Artistic Living
- Highbrow
- High Tech Living
- Common Living
- Professional Living
- Broader Living
- Investment Properties Owned
- Home Loan Date 1 Year
- Home Loan Date 1 Month
- Home Total Loan
- Home Year Built
- Home Square Footage Ranges
- Net worth
- Political Party HH
- Political Party Individual
- Owner Type Detail
- Home Assessed Value
- Home Purchase Amount
- Home Loan Date 2 Year
- Home Loan Date 2 Month
- Home Loan Date 3 Year
- Home Loan Date 3 Month
- Home Loan Amount 1
- Home Loan Amount 2
- Home Loan Amount 3
- Home Loan Type 1
- Home Loan Type 2
- Home Loan Interest Rate Type 1
- Home Loan Interest Rate Type 2
- Home Loan Interest Rate Type 3
- Home Loan Transaction Type 1
- Home Loan Transaction Type 2
- Home Purchase Date 1
- Home Property Type Detail
- Home Loan To Value Ranges
- Home Equity Available Ranges
- Home Square Footage Actual
- Occupation HH
- Record Verification Date
- Mail Order Buyer
- Working Woman
- Mail Order Responder
- CC Bank
- CC Gas Dept Retail
- CC Travel Entertainment
- CC Unknown
- CC Premium
- CC Upscale Dept
- Number Of Adults
- Household Size



- PC Owner
- Occupation Individual
- Home Purchase Date
- Home Purchase Year
- Vehicle New
- Vehicle Owned
- Vehicle Dominate
- Generations In Household
- PC DSL High Speed
- Home Equity Available
- PC Operating System
- PC Software Buyer
- Young Adult In Household
- Senior Adult In Household
- Credit Card User
- Home Property Type
- Education HH
- Education Individual
- Email Present
- Email
- Mail Score
- Area Code
- Pet Owner
- Millionaire
- Congressional District