Powered by
Sagacity

Marketing Enrich™

Add real-world insight to your customer data

Marketing Enrich™ offers a relevant, accurate and in-depth view of the UK consumer population. Powered by Sagacity and enriched with extensive Open Banking data, it provides comprehensive coverage across the UK and delivers powerful demographic, lifestyle and behavioural insights. With billions of real transaction data points, you'll gain a deeper understanding of how your customers live, spend and manage their money – helping you connect with them more effectively than ever before.

Marketers today face a range of challenges:

- Identifying which data is most useful to understand and segment customers
- Working with poorly populated data that lacks the key information needed to encapsulate and market to customers effectively
- Ensuring data quality that is current, compliant and relevant

- Predicting key behaviours to guide campaigns and investment
- Determining which product is best positioned for each individual customer
- Tailoring campaigns and personalising marketing beyond basic segmentation

Marketing Enrich™ directly addresses these challenges – in a GDPR-compliant way* – by helping you understand who your customers are, what they care about, and how best to engage them, reducing marketing waste and driving more relevant, impactful communications.

equifax.co.uk/business

Key benefits:

Improve customer understanding and segmentation using rich, descriptive attributes

Enhance marketing personalisation through deeper insight into interests, lifestyles and behaviours

Boost campaign engagement and ROI with more tailored messaging

Target audiences more efficiently with reduced wastage

Predictive attributes enable the client to model lifetime value, churn risk and response potential

*All consumer data in the database is collected from various sources for specified, explicit, legitimate purposes and processed compatibly under Article 5. Every data point includes a complete audit trail and permission code.

What Marketing Enrich™ delivers

Marketing Enrich™ is delivered via four flexible, modular data enhancement packages that can be combined in any way to meet your specific needs. You can select any combination of variables across all four areas – for example, five individual variables, three property characteristics, and eight postcode variables:

1 Enrich Core

Over 45 million individual-level UK records with predictive and descriptive attributes. Understand consumers in detail – their life stage, income, household composition, financial behaviours, values, and environmental outlook.

- Shopping habits
- Occupation and employment status
- Financial
- Property and household composition
- Leisure, interests and hobbies
- Channel preferences
- Insurance
- Travel

3 Enrich Geo

Location-level insight to understand the social and economic concerns affecting different communities and regions.

- Animal welfare
- Crime
- Green index
- Pay, benefits and gross income
- Religion and diversity
- Education
- Political index
- Population density

2 Enrich Property

Property-level intelligence including home type, purchase/move history, energy efficiency, and more, enabling marketing relevance based on living circumstances.

- Purchase date
- Energy efficiency
- Property characteristics
- Year built
- Outdoor area
- Property value
- Predicted move data
- Planning applications
- Property listings

4 Enrich Postcode Indicators

Individual and household data aggregated to postcode level, providing demographic and lifestyle insights across 100 variables to support broad segmentation and targeting.

The attributes are enriched further through Equifax's Market Intelligence data – derived from anonymised, aggregated Open Banking insights at postcode level – providing deeper, real-world consumer spending behaviour to guide selections.
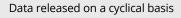
How you can access Marketing Enrich™

Marketing Enrich™ can be accessed via two delivery methods:

Option 1:
Data append and enrichment

- You provide name/address or postcode-level customer data

- The file is then cleansed and formatted and matched against a comprehensive GDPR compliant consumer database

- You receive an enriched file with appended variables, plus profiling insight

Option 2:
Full file delivery for in-house matching

Data released on a cyclical basis

- Access via API or Secure File Transfer Protocol (SFTP)

- Enables regular, scalable enrichment at speed

Let's talk

Discover how Marketing Enrich™ can help you understand your audience, personalise your campaigns, and achieve better, data-driven outcomes.

Speak to our experts