

# Data Enhancement Processing

## ***Whitehat's Powerful Data Enhancement Processing Empowers Clients with Increased Overall Profit Potentials***

Whitehat can append a selection of over 700 powerful lifestyle and demographic data elements to your record, enabling you to drill down and more precisely target the segments of your customer database that will be most responsive to the specific offers. Comprehensive customer and targeted prospect data solutions are vital to all sales, marketing and customer service strategies. It can produce a wide array of benefits, most importantly boosting your sales, increasing your business revenues and extending the lifetime value your customers have by maintaining a relationship with your company. **Data Enhancement Processing from Whitehat**, can enrich the customer data you already target, enabling you to gain valuable insight, accurate analysis and a far better understanding about your customers and prospects. It

empowers you to contact more of the right people with the right offers resulting in competitive advantages in sales acquisitions and customer retention.

**Whitehat Data Enhancement Processing** can include demographic elements relating to record Residences, Adults in Household, Children in Household, Household Composition, Ethnic and Religion and Cluster/Specialty Segments like Baby Boomers or Dual Incomes with No Children.

Enhancement elements relating to Financial aspects can identify Income, Spending Capacities, Abilities to Pay, Assets, Credit and Debt data, and Purchases as a Mail Order Buyer.

Lifestyle Enhancements can be extremely targeted and offer unparalleled insight covering Collectables, Charitable Causes, Hobbies, Investments and Insurances, Mail Order Buying Segments, Music Preferences, Nutrition and Diet, Books and Reading Tendencies, Sports and Recreation Interests, Travel, and Vehicle Data.

Whitehat can even identify Customer and Prospect Triggers uncovering compelling information about how to present your data and what products or services to offer.

***Do You Want to Make Your Data more Powerful.  
Give us a Call Today and ask for our Entire List of Data Enhancements!***

