



Understand. **Enrich.** Segment. Execute.



Data Enrichment



For next-best-action enablement

The Greater Data Universe™ is a compliance driven marketing database consisting of 16 million consumers, living in 8 million properties, and 1.1 million active trading business across Australia. The data contains rich insights regarding key demographics such as age, affluence factors, disposable income, property details such as; value, last sales date, household size, land size and property features, and business level firmographics such as; ANSZIC code, company size, revenue, time in business and decision maker category.

We give our clients a distinct competitive advantage and increased business performance through lead prioritisation, propensity scoring and segmentation for next-best-action marketing. This will allow you the insight necessary to identify the right propositions for your customers, at the right time. By matching customer data to the Greater Data Universe™, we obtain a high match rate (typically around 80%), which then creates the opportunity to apply any of our vast array of targeting variables to the customer data set.

This provides a rich testing ground for data enrichment, and will allow you to:

- Leverage a pre-built multi-source data aggregation, optimising volume, coverage and accuracy.
- Enhanced customer insight.
- Inform and improve internal predictive models.

If you would like to arrange a conversation about how Greater Data can help with your upcoming campaign activity, [get in touch](#). We'd be happy to tailor a solution to suit the needs of your business.

About Greater Data

Greater Data specialises in data-driven marketing with a proven track record of delivering effective and innovative solutions. We provide unique and proprietary access to powerful consumer and commercial data sets, insights and triggers.

We deliver actionable marketing insight using a combination of proprietary data assets, analytical expertise and commercial awareness.

Our broad and dynamic data resources ensure relevance, accuracy and results for a wide range of business applications.

Data-driven Marketing Specialists

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