



REAL-TIME DECISIONS

Instant Insights on Inbound Interactions

Real-time data and insights to make split-second decisions on how to improve conversion, experience, and compliance across your website forms, purchased leads, and inbound calls.

Configurable solutions include API's accessible with fractional identity markers as an input. With only a phone number, email, name, address, or MAID, we can instantly return configurable data packages that lead to better informed lead purchases and consumer engagements.

Inform your real-time decisions with:

Verification of TCPA Consent

Verify TCPA consent in real-time, in advance of calling. Plus obtain visual proof in the event of a complaint.

Real-Time Lead Intelligence

Assess lead quality in real-time and know which leads to buy, and how to optimize ROI. Remove the guesswork by leveraging 20+ attributes such as lead origin, authenticity, age, time spent on form, and more.

Identity Scoring

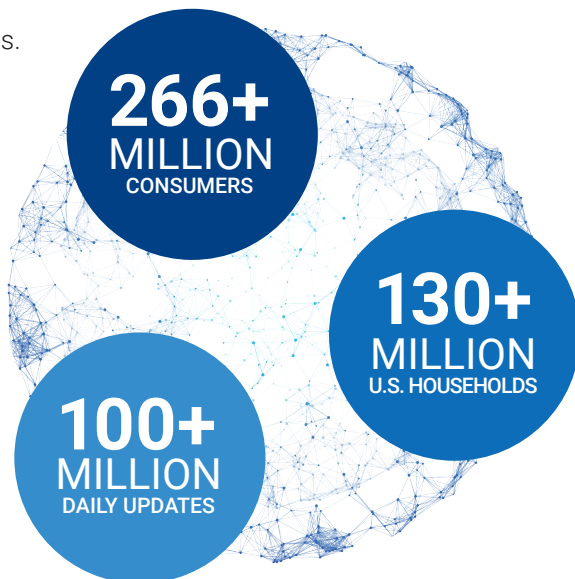
Instantly validate the accuracy of identity information for all inbound inquiries. Identify your most valuable leads and deliver the best experience while maximizing ROI and customer lifetime value.

Identity Completion

Turn fractional identity markers into complete profiles with as little as a single identifier (name, physical address, phone number, or email addresses), ensuring the most current and correct consumer information to inform personalized interactions.

Attribute Enrichment

Enhance consumer profiles with demographics, vehicle and property ownership, lifestyle characteristics and interests, and much more. Fill in the gaps to deploy smarter marketing that leads to better conversions, ROI, and lifetime value.



Data In Action

First-Party Web Forms

Maximize every opportunity with consumers filling out forms on your site.

- Leverage identity scoring to assess the validity of the contact data submitted and make real-time decisions about how to engage.
- Reduce the number of form fields needed with identity completion and attribute enrichment.



Third-Party Lead Engagements

Gain critical, real-time insights into lead quality and compliance so you know which leads to buy and how best to engage the consumer.

- Understand origin and history of the lead
- Verify the consumer provided TCPA consent on the original web form
- See characteristics that indicate conversion potential and attributes that fuel personalization.

Call Center Inquiries

Know more about who's dialing or transferred into your call center by transforming a single, fractional input like a phone number into a completed identity. And leverage attribute enrichment data to better personalize real-time call routing and improve results and ROI.



Here's one real-time decision that's easy to make.

Connect with our team and we'll show you how to improve your inbound interactions, conversions, and compliance.

Let's connect: VMSales@verisk.com

Verisk Marketing Solutions, a business unit of Verisk formed through the integration of Infutor and Jornaya, empowers marketers and platform partners to deploy precise and personalized omnichannel interactions through a unique combination of identity resolution, and consumer intelligence solutions. Verisk Marketing Solutions data integrates with marketers' existing technology and evolves with consumers' ever-changing behavior while maintaining the highest data security and privacy standards. To learn more about the consumer intelligence solutions available through Verisk Marketing Solutions, visit www.verisk.com.

