

All-in-One Lead Authentication & Insights



RRDB LIVE's **All-in-One Lead Authentication & Insights** is a comprehensive and customizable solution for consumer record verification and enhancement. Accessible as an individual real-time API or applied to file data, it encompasses essential best practices to ensure accurate and reliable contact information, reduce risks associated with data inconsistencies, and enhance record quality to maximize engagement and optimize revenue generation.

This solution goes well beyond validating contact info — it confirms identities, assesses data quality, and enriches records so you know exactly who's worth pursuing. Verification and enrichment in one workflow means fewer wasted resources and sharper targeting.

Contactability : VERY HIGH

Status : ACCEPT

Gender : M
Age : 52

Phone and Name Match : YES
Address and Name Match : YES

Phone Is Connected : YES

TCPA Litigator : NO

Phone Activity : 100
Line Type : MOBILE

Email Is Valid : YES
Address Is Valid : YES



Household
Economics



Essential
Demographics



Homeowner &
Property Data

Authentication Steps

The following steps come standard, but the workflow is fully customizable. You can modify, remove, or add steps to fit your needs. You can also deploy multiple all-in-one workflows — each tailored to a specific use case.

Standardize Data

Corrects, completes, and standardizes the contact details from the form data, ensuring consistency and reliability for subsequent steps in the authentication workflow.

Verify Address, Phone, and Email

Utilizes best-in-class technologies to verify phone connectivity and the deliverability of the postal and email address, ensuring accurate contact points for reliable communication.

Evaluate Contactability

Assesses the likelihood of successful engagement, rated from "Very High" to "Very Low", based on identity matching, recent phone activity, connectivity, line type, carrier, and other key attributes affecting contactability. These ratings enable you to rank and prioritize records based on quality, so you can focus outreach on the most promising prospects to maximize revenue.



Check Identity

Confirms that the name, address, and phone number match the data on record, providing assurance that the individual who completed the form is who they claim to be.

TCPA Litigator Scrub

Cross-references the phone number against an extensive database of known TCPA litigators and serial plaintiffs, reducing the risk of compliance violations.

Data Enhancement Options

Enrich consumer profiles with actionable insights and attributes to support smarter filtering and targeting.

Premium Economic Insights

By leveraging top-tier consumer analytics with coverage of nearly every U.S. household, our **Premium Economic Insights** solution appends key financial indicators and metrics for household income, spending, credit, debt, and affluence.

Data points include:

- Household Income
- Household Spending
- Credit Score Level
- Credit Utilization Level
- Active Credit Accounts
- Debt to Income Level
- Household Affluence
- Household Stability

Homeowner & Property Data

Appends comprehensive property attributes, including owner name, year built, estimated market value, property type, and more — delivering a fuller picture that's useful across multiple verticals.

Essential Demographics

Adds optional demographic and household attributes to round out the consumer profile for smarter segmentation and more relevant engagement. For all enhancement options, please visit: <https://rrdblive.com/features/data-enhancement>

Why RRDB LIVE?

✓ Outstanding Quality

95%+ Coverage of U.S. Phones & Households • Extensively Tested, Top-Tier Data Partners • Trustworthy Results

✓ More Than an API

Full-Service Solution • 100% Customizable • Reporting & Analysis by Data Source

✓ Flexible Terms

Month-to-Month • Cancel Anytime • No Minimum Volume Commitments