

All-in-One Lead & Contact Authentication



RRDB LIVE's **All-in-One Lead & Contact Authentication** 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 inaccuracies, and enhance record quality to maximize engagement and optimize revenue generation.

Dependable and Actionable Results

Our leading-edge solution goes beyond validating contact information; it provides indications of quality and adds key demographic and economic insights:

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

Income : MEDIUM
Credit Score : LOW

Credit Utilization : HIGH
Debt to Income : VERY HIGH

Key Steps Included

The following steps are included by default; however, the solution is fully customizable. Steps can be modified, removed, or added as needed. Additionally, multiple all-in-one workflows can be implemented, each tailored for different use cases.

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

Determines the level of contactability from 'Very High' to 'Very Low' through a comprehensive assessment that considers identity matching results, recent phone activity levels, the phone line's connectivity status, type, and carrier, along with other relevant attributes affecting contact likelihood. This process enables the ranking and prioritizing of records based on their quality, which allows for enhanced engagement with the most promising prospects and optimized revenue generation through data partnerships.



Premium Economic Insights

By utilizing top-tier consumer analytics with coverage of nearly every household in the US, financial indicators and metrics can be appended to the consumer profile, offering key insights into various aspects of financial health. This enables highly effective filtering and targeting to maximize engagement and increase conversions. Examples of this data, appended by our **Premium Economic Insights** solution using the contact's name and address, include:

- Household Income Level and \$
- Credit Score Level
- Financial Health Score
- Household Spending Level and \$
- Credit Utilization Level
- Debt to Income Level

Check Identity

Verifies that the name, address, and phone number match the data on record, providing an indication of whether the person who completed the form is who they claim to be.

TCPA Litigator Scrub

Scrubs the phone number against one of the largest and most comprehensive databases of known TCPA litigators and serial plaintiffs, reducing the risk of TCPA violations.

Demographics

Further enriches the consumer profile with gender, age, and other optional demographic details, as well as property and homeowner data. For all enhancement options, please visit:

<https://rrdblive.com/features/data-enhancement>

Ideal for These Top Verticals

- Insurance
- Finance
- Home Services
- Legal
- Healthcare
- Education
- Automotive
- Real Estate
- Telecommunications
- Travel & Hospitality
- E-commerce
- Retail

Why RRDB LIVE?

✓ Outstanding Quality

95+% Coverage of US Phones & Households • Extensively Tested Top-Tier Data Partners • Actionable Results

✓ More Than an API

Full-Service Solution • Unlimited Customizable All-in-One Workflows • Reporting & Analysis by Data Source

✓ Flexible Terms

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