PRODUCT SHEET ▶ DATA SOLUTIONS

Data-Driven, Data Solutions that Generate Results for Consumer-Driven Businesses.

THE RGI PROCESS CAN RESULT IN INCREASED OPERATIONAL EFFICIENCY & INCREASED REVENUE

ENHANCED DATA SOLUTIONS

Our core capabilities of collaboration and innovation help companies evolve from just collecting data to gaining valuable insights from their data. From growing teams to growing sales, our breakthrough solutions change the way clients use data to generate results.

DATA HYGIENE

True data-driven decisions start with clean data.

Customer data can get dirty over time. Information becomes outdated, incurs errors when merged with other data, or was erroneously entered into the system. RGI has developed a data hygiene solution that allows us to quickly and accurately assess and diagnose the problems in the data. Good and clean data empowers sales and marketing to effectively execute campaigns.

DATA ENRICHMENT

Improve data like never before—with data enrichment.

Even the best customer databases can benefit from additional data. Also, multiple consumer contact methods are not typically gathered at an initial point of purchase. RGI updates and enriches your consumer database with new and relevant information like personal data, demographic data, deceased data removal, and DNC registry data. RGI data enrichment solutions empower business leaders to make precise decisions based on facts and trends, rather than bias and speculation.
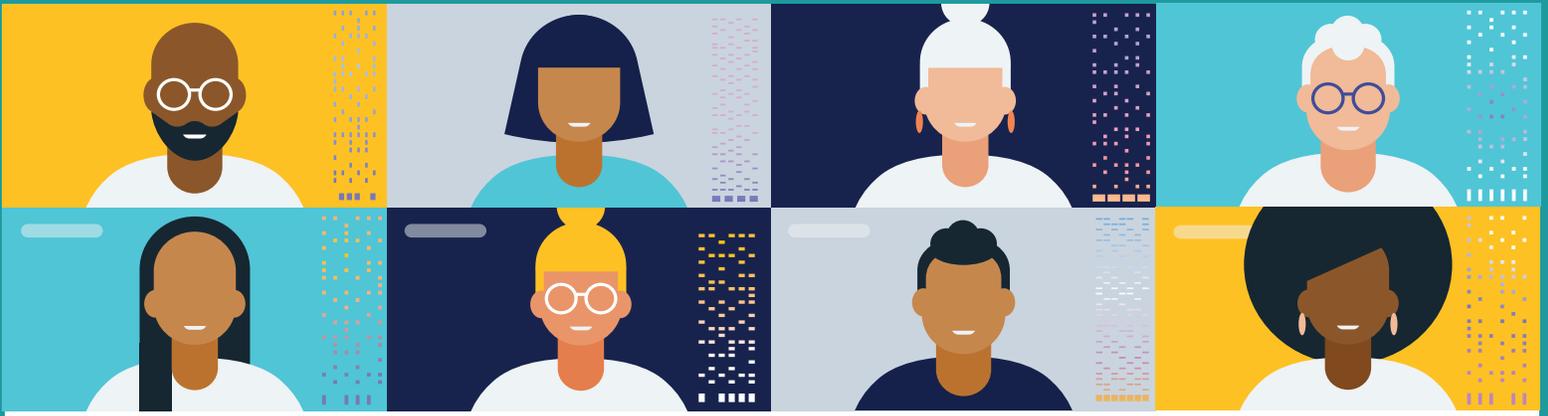
DATA SCIENCE

Increase revenue or save money with the power of data science.

RGI's data science solutions utilize a blend of various tools, algorithms, and machine learning principles to identify patterns, trends, and insights in raw consumer data. Upon identifying the traits of your best customers, RGI can then apply its full consumer database to identify prospective customers that look like your most profitable ones.

A company's best competitive resource starts with data. Data that is properly cleaned, enriched and segmented improves the intelligence and performance of an organization.

RGI'S CONSUMER DATABASE

300M+ U.S. CONSUMERS
650+ TARGETING ATTRIBUTES

Example of RGI's targeting attributes:

+ Gender
+ Ethnicity
+ Age Groups
+ Military Veteran
+ Geography
+ Interests

+ Occupation
+ Hobbies
+ Education
+ Marital Status
+ Phone Numbers
+ Household Income

Using RGI's consumer database, we can improve your consumer database through multiple solutions:

▶ Cleaning up data errors with accurate information

▶ Enriching data with new and useful information

▶ Identifying new, targeted audiences by utilizing the traits of your current and best customers

DATA SOLUTIONS INVESTMENT

Every data solutions program and project is customized to meet the specific needs of the client. Contact us for a complimentary quote.

RGI SOLUTIONS

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