

Enrichify

2026



Intelligent Data. Smarter Growth

Data Enrichment | Consumer

Intelligence | Predictive Insights

PRESENTED BY
ROOSEVELTSMITH

Table of Contents

Introduction

The Problem

Our Solution

Core Capabilities

Technology & Infrastructure

Trusted Partners

Case Studies / Call to Action

Introduction

01

Enrichify Data **Intelligent Data. Smarter Growth.**

A purpose-built platform designed to strengthen customer and donor relationships while uncovering new revenue and engagement opportunities through intelligent, data-driven insights. By enhancing data visibility and optimizing outreach strategies, we enable organizations to better understand their audiences, increase engagement, and drive more predictable, sustainable growth.



The Problem We Solve

02



Your **Data** Isn't the Problem It's What You're Missing

- Incomplete or outdated contact records
- Limited visibility into customer behavior
- Low donor/customer re-engagement rates
- Inefficient targeting and wasted spend
- No predictive insight into “who will act next”

Result:

Missed revenue, poor engagement, and underperforming campaigns

Our Solution

04

Enrichify: A Data Intelligence Engine

We transform fragmented data into actionable intelligence by:

- Appending missing contact and demographic data
- Enriching profiles with behavioral and lifestyle insights
- Identifying high-value and high-propensity individuals
- Delivering clean, validated, and compliant datasets

Outcome:

Better decisions. Higher conversion.
Stronger ROI.



Core Capabilities

What We Do Best

- Data Enrichment & Appending
- Fill in missing fields (email, phone, address, demographics)
- Behavioral Intelligence
- Understand movement patterns, interests, and engagement signals
- Predictive Scoring Models
- Identify likelihood to donate, convert, churn, or engage
- Data Hygiene & Validation
- Ensure accuracy, deliverability, and compliance
- Custom Data Engineering
- Tailored pipelines built for your organization's needs



Our Technology Stack

Built for Scale, Accuracy, and Speed.

- API-driven enrichment pipelines
- Multi-source data aggregation (consumer + behavioral datasets)
- Machine learning scoring models
- Real-time and batch processing capabilities
- Secure cloud infrastructure (SOC2-aligned frameworks)
-

Key Advantage:

We don't rely on a single dataset we layer intelligence across multiple sources



Trusted Partners.

03



EXPERIAN

ACTIVE PARTNER 2016



NELSON

ACTIVE PARTNER
2022



GOOGLE

ACTIVE PARTNER 2018

Case Studies

07



Increased Giving by +29%
in 28 Days



Increased Giving +19% Total raised \$287k
in 74 Days



Increased Giving by +17%
in 9 Weeks

Let's Make an Amazing Event Together!

2026

Let's Unlock the Value in Your Data

- Schedule a strategy session
- Run a pilot dataset
- See immediate impact with real results

Enrichify Data

Smarter data. Stronger outcomes.

rsmith@enrichifydata.com

www.Enrichifydata.com

