



FACTSHEET

Quest Analytics enables decisions that drive profit for your financial institution

Enhance your existing information to provide a comprehensive, total view of every customer

Data Enhancement Subscription

In today's highly competitive marketplace, it is imperative to have a complete and accurate view of information on your customers. Quest Analytics, in partnership with Acxiom Corporation, provide a comprehensive solution to enhance your in-house customer data with demographic, socio-economic and lifestyle data—at the individual or household level.

With the Quest Analytics Data Enhancement Subscription, your institution will keep your marketing database or data warehouse current with the most accurate data enhancement information. The subscription includes:

- Annual data refresh for all customers or households
- Monthly data appends for new customers or households
- No minimum processing fees
- Select from one of four different Quest Platinum enhancement packages or create a custom data package to meet your specific requirements

Acxiom continually gathers data from thousands of public and private sources across the US, enabling us to offer the widest and latest selection of data possible. And with recent advancements in technology, your match rates will be way beyond expectations—typically 93% to 95%.

Your subscription Features Includes:

- Super-Fast turnarounds (24 Hours or less)
- Superior Match Rates
- Phone number and Geo-coding Options
- No Minimum Processing Fees
- Comprehensive Multi-sourced Data
- Volume Discounts Available on Request

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