LexisNexis RISK SOLUTIONS

Gain a multi-dimensional view of consumers for **improved performance**

Acquiring and maintaining more accurate consumer data is critical to making profitable business decisions, reducing costs and enhancing customer sentiment. Inaccurate or outdated data could lead to missed opportunities, increase risk for non-compliance and damage relationships with consumers.

Even with reliable data, businesses of all types need to be able to aggregate and organize it, discover actionable insights and use them to enhance their understanding of consumers, stakeholders and prospects.

To get the most out of consumer data, organizations should be constantly looking to refresh, expand and evolve data over time to uncover relevant, predictive insights that can help improve outcomes across the business.

LexisNexis® Consumer Data Management combines our expansive data coverage of nearly every U.S. adult, patented linking technology and high-power computing platforms to allow you to work with more up to date data. With clean, relevant data you can leverage industry-leading tools, capabilities and practices to increase the value of their data assets and extract increased value from them.

Bad data can impact every piece of your business

Operational
Inaccurate, outdated or duplicative customer data can lead to wasted time and resources

Marketing
With incomplete customer profiles and demographics, marketers may miss valuable opportunities

Compliance
Lacking good data and actionable insights can increase the risk of non-compliance
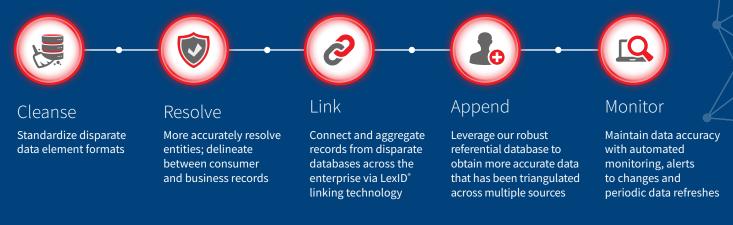
Fraud and Identity
Poor identity resolution and linking can lead to issues including re-occurrence and "tumbling"

How LexisNexis Consumer Data Management works:

Our solution combines the power of our vast data assets, patented LexID® consumer unique identifier and proprietary HPCC Systems® computing platform to connect the right records to the right consumer profiles to deliver a more holistic single view of an individual.

Establish a source of truth with cleansed, linked, relevant data — so you can make confident decisions that move your business forward.

Cleanse
Standardize disparate data element formats

Resolve
More accurately resolve entities; delineate between consumer and business records

Link
Connect and aggregate records from disparate databases across the enterprise via LexID® linking technology

Append
Leverage our robust referential database to obtain more accurate data that has been triangulated across multiple sources

Monitor
Maintain data accuracy with automated monitoring, alerts to changes and periodic data refreshes

LexisNexis Consumer Data Management gives you the tools you need to maintain the highest quality consumer data to resolve entities, ensure data quality and relevance and enhance operational efficiency.

Robust consumer datasets

- *First and Last Name*
- *Address*
- *Address Type*
- *Social Security Number*
- *Date of Birth*
- *Deceased Flags*
- *Telephone Numbers*
- *Emails*

Operational tools

- *LexID® Confidence Score — Score relating to resolution of identity*
- *Element Match Codes — Delineates or describes the difference between the customer input data and LexisNexis Risk Solutions best data*
- *Element Source Indicators — Provides the number and types of sources of the LexisNexis Risk Solutions data on an element level*
- *Data Quality Analysis and Assessment Reporting — Receive insightful reports that provide key metrics relating to the completeness and accuracy of customer data*

Powered by LexID® technology

Our industry leading proprietary LexID® linking technology enables you to connect disparate data about an identity with industry-leading precision — and enable delivery of the right data associated with consumers and the insights you need to achieve your goals.

Get the most out of your data with LexisNexis Consumer Data Management

To learn more, visit risk.lexisnexis.com/products/customer-data-management or call (866)528-0780.