

Trillium Precise

Trillium Precise extends the power and scope of Trillium Software's data quality solutions with enhanced validation, verification and enrichment services that span email, phone, postal, and IP address information. With Precise, organizations can confirm the accuracy of the primary mechanisms of communication with and identification of prospects and customers, as well as enrich that information with metadata that can serve as important input into customer communication and analysis programs. Organizations can use Precise to validate that certain modes of communication both exist and are in "working order," and that they belong to the individual (or business¹) to which you believe they belong. Precise can execute both on individual records and in multi-record batch mode.

Email Address Support

Email addresses are a predominant user identifier in today's digital world, as well as one – if not "the" – primary mode of communications in that world. With Trillium Precise, organizations can confirm that a particular email address exists, has the proper syntax and has a name registered for it, and that the registered name matches what's in your records. Organizations can employ Precise per individual transaction on records newly added to the system, as well as against existing records in batch mode, with the latter allowing organizations to maintain the accuracy of their operational databases with a far greater degree of confidence.

Beyond verification and validation, Precise can identify whether an email address was auto-generated or is considered "disposable." Auto-generated addresses are used to mask identity and protect the user's primary email address from communications or spam. Email marketers can leverage this knowledge to 1) avoid using such addresses, 2) score and segment those records within their campaign strategies or 3) adjust the analytics of their response rates in recognition of their presence. Disposable email addresses, which are temporary and cannot receive messages, represent a strong indicator of possible fraudulent activity. Depending on the business scenario, knowledge of a disposable email can be used to ignore such records for certain activities, to remove them from a database or to trigger further investigatory actions.

Phone Support

Trillium Precise's phone capabilities can determine whether a phone number is valid, whether it's been assigned to a carrier and is in service, whether the number is registered to a business, and whether the subscriber name for the number matches the name in your records. As with our email address support, Precise can execute on individual records and in batch mode.

Beyond these basic validation/verification services, Precise can also enrich your understanding of the record with attributes about the type of line (mobile, landline, VOIP, prepaid, toll-free or premium, etc.). For scenarios in which a postal address is not already established, Precise can append postal address data that is associated with the subscriber. It can also provide subscriber gender information, as well as subscriber age (with age specified in five-year increments).

¹Support for business addresses is available only in North America.

IP Address Support

For web-based interactions like online registrations and e-commerce transactions, Trillium Precise offers IP verification services that can be used to inform decisions about the legitimacy of transactions. Precise can identify whether a proxy server is being used, the location of the IP address and whether that location is the same as the user's physical address. If the locations are different, Precise can return an approximate distance between the two. Likewise, Precise can report the distance between the IP address of the transaction and the subscriber address of a phone that is associated with the record.

Postal Address Support

Trillium Precise can complement Trillium's core data quality services with enhanced postal address support. Many online interactions (particularly those associated with the early stages of marketing and sales) are based on digital communications (e.g., email.) Attempts to get physical address information introduce potential friction to the engagement, often prompt prospects to opt out of the interaction, or generate spurious data. In these situations, the risk of getting a postal address is often not worth the reward of having it.

With Precise, you can postpone the solicitation of a postal address in deference to identifiers like name and email or name and phone. With such data, Precise can append a postal address that 1) further affirms the identity and 2) populates fields in your database that often will be needed later in the process (credit checks, underwriting, shipping, etc.) Another benefit of the Precise postal address support is the ability to append demographic details that are keyed off such data. With an accurate postal address, Precise can append householder gender and age information that can enhance the interaction or can inform marketing campaigns with more specific data. Precise can also append a landline phone number for the physical address, thus facilitating further contact.

Trillium Precise extends the power of Trillium to meet the expanding role of data quality solutions to manage and act on customer data. The foundational definition of quality data is that it is "fit for purpose." In today's digital world, that means understanding customers across both physical and digital modes of interaction in support of well-informed, omni-channel communication. With Precise, organizations can now identify, communicate with and analyze their customers across multiple communications channels, helping deliver an accurate and actionable single customer view.