infutor

Infutor Overview

Updated: ***May 2020***

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Infutor Overview

Company

- Founded in 2003
- Norwest Private Equity backed company
- Premier industry leader in consumer identity management
- Recently acquired Ruf Strategic Solutions, an established marketing analytics and consumer segmentation provider
- Acquired Dunn Data for advanced consumer affinity attributes

Inc. 5000 | 2018 Best Places to Work in Chicago – Crain's | PACE Technovation Award Winner 2018 | //CODiE// 2018 SIIA CODiE Finalist

Commercial and EDU Clients

Equifax | Stanford University | Notre Dame | Moët Hennessy | Penn State | Kohl's | Bissell | Topgolf | Crate&Barrel | Kohler | loanDepot | The University of Chicago | W.E. Upjohn Institute for Employment Research | SiriusXM Satellite Radio

Data & Solutions

- **Over 97.5M daily identity updates** for 260M consumers used to identify, verify and score consumer identities
- **30+ years historical** identity attributes for key risk mitigation and analytics initiatives
- **On-demand technology** that delivers complete consumer identities from as little as a single identifier
- **Research and Analytics** – Data-science driven lifestyle and predictive audiences and segments

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Education research offerings

Foundational File: Total Consumer History

375 million consumer records, linked with nearly **1 billion current and historical addresses** and name changes

Spanning over **30 years of consumer name and address history**, Total Consumer ID enables researchers to detect powerful patterns in customer migration and household clustering

Add-On File: Total Automotive Profiles

Automotive data with historical availability spanning from November 2012 to present

With more than **180M vehicle ownership records**, this data includes owner name, address, make, model, year, VIN, mileage, vehicle class, fuel code, style and more

Add-On File: Total Demographic Profiles

Demographic data with historical availability spanning from 2014 – present

With **250M consumers in 130M households**, this data includes age, gender, income, marital status, ethnicity, households with children/seniors, purchasing power score, and a variety of lifestyle preferences (tech, DIY, shoppers, arts, donors and more)

Add-On File: Total Property Profiles

Property data with historical availability spanning from November 2015 – present

Covering 99% (+3000 counties) of all US properties, Total Property Profiles includes 148M commercial and residential properties

Includes over **200 home attributes** (home value, tax amount, appraisal, mortgage information, square footage, bedrooms, bathrooms, year built, construction type and more)

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Additional On-Premise Files

Telephone
- 550M unique phone numbers
- 215M wireless phones
- 298M landlines and 20M VoIP lines

Email and Digital
- 900M+ email address records
- Opt-in data
- Improve digital reach and linking

Financial / Wealth
- Credit card users
- Wealth score
- GeoCredit score (fico proxy score)

Deceased
- 120M records, 34M individuals
- Social Security Administration sourced
- Both current and pass addresses / aliases

IDENTITY GRAPH
(MASTER SOURCE OF TRUTH)

Demographic and Affinity Data
- 131M households
- 265M individuals
- Demographic, lifestyle, and interest info

Digital and Mobile AD ID Data
- 355M unique MAIDs
- 2B email to MAID pairs
- Improve digital attribution and targeting

Bankruptcy
- Chapter, case number, court info
- Alias, name and address
- File, discharge, dismissal, converted, etc.

Segmentation / Connex Clusters
- 130 household-level segments
- Lifestyle and in-market intelligence including automotive, home equity, and GeoCredit

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Wrap Up

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