

DATA ENRICHMENT

Accurate data. Amazing results.

CRS Append enriches your contact data with phone, email, demographic, and verification products — delivered as a seamless extension of your CRS account.

01

Append

Enrich existing records with phone, email, or address data.

02

Enrich

Add 50 demographic columns — wealth, interests, donations.

03

Verify

Validate leads and confirm a contact is a real person.

5×

higher closure rate
with appended phone

270M+

U.S. consumer records
in our database

50

demographic columns
per contact record

- Boost connections, conversions, and conversations
- Strengthen your data ecosystem via API or batch
- Innovative solutions with exceptional match rates
- Power your pipeline with contacts that convert

— "Leads with an appended phone from CRS Append have a 5× higher closure rate."

CRS client testimonial

Contact your CRS representative

EIGHT PRODUCTS

CRS Append delivers accurate, enriched contact data across eight core products.

01

Email Append

Append your customer list with the most reliable email contact data available.

02

Phone Append

Add quality mobile and landline phone numbers to existing prospect lists.

03

Postal Address Append

Add name, email, and phone to as little as a U.S. postal address.

04

Custom List Generation

Generate custom U.S. consumer lists from our 270M+ record consumer database.

05

Reverse Append

Add name and postal address to any phone number or email you provide.

06

Demographic Append

Append 50 demographic columns — household, financial, interests, and donations.

07

Lead Validation

Validate and verify leads. Confirm the person on a form is a real contact.

08

API Integration

Integrate append capabilities directly into your workflow via API or batch.

PROCESS

Every append request follows a consistent six-step quality pipeline.

01 Customer sends list

Submit data via secure FTP batch, online portal, or REST API.
The system handles up to 2 million records per list.

02 Customer data hygiene

Names, addresses, phones, and emails are cleaned and standardized to maximize search efficiency before matching begins.

03 Search internal & remote sources

Preliminary matches are compiled across phone numbers, email addresses, names & AKAs, 30-year address history, and additional data points.

04 Grade preliminary matches

Algorithms cross-reference record quality via time and source to assign a quality score to each candidate match.

05 Identify highest-quality matches

Matches are ranked by quality score, requested match types, and proprietary methods to surface the single best result.

06 Deliver output data

Clean, enriched data is returned via your chosen delivery method — API response or batch file — ready to activate immediately.

SECURITY & COMPLIANCE

SOC 2 Type II

Client data safeguarded to the highest security

HIPAA Compliant

Healthcare data handled with full regulatory

Multiple sources

Cross-industry data providers for robust cross-validation.

Error handling

Automated alerts when any quality-affecting issues occur.

Fresh data

Databases refreshed frequently for the most current results.

FIELD DEFINITIONS

Each product defines which columns CRS Append appends to your uploaded record list.

CRS Mobile Append

Best single mobile phone match per record

Appends the highest-confidence mobile phone number for each contact record.

Column	Type	Example	Notes
number	string	8471234567	Best-match mobile phone number

CRS Email Append

Validated email derived from contact name

Appends a validated email address derived from the contact's first and last name.

Column	Type	Example	Notes
email	string	john@doe.com	Constructed from firstname + lastname

CRS Demographic Append — core fields

50 columns total · continued on next page

Appends 50 demographic columns: household, financial, interests, and donation behavior.

Column	Type	Example	Notes
HOH	string	1	Head of Household — 1 or 2
Child Pres	string	Y	Children present — Y or empty (40% Y)
Est Wealth	string	\$100,000–\$249,999	8 wealth tiers up to \$1M+
Med Home Value	string	250000	Median home value bands 100K–500K+
Marital	string	Married	Single, Married, Divorced, Widowed
Home Owner	string	Y	Y or empty (60% Y)
Est Income	string	\$50,000–\$74,999	8 income tiers up to \$150K+
Age	integer	34	Integer 18–79
Gender	string	M	M or F
Credit Rating	string	A+	empty, A, A+, B, B+, C, D
Occupation	string	Professional	10 categories incl. Manager, Retired
Business Owner	string	Y	Y or empty (20% Y)
Med Yrs In School	string	Completed College	High School → Graduate Degree
Length Residence	string	5	Years: 1, 2, 3, 5, 7, 10, 15, 20
Ethnic	string	Western European	7 ethnic background categories

▼ Investing, interests & donation fields continued on next page.

DEMOGRAPHIC APPEND — INVESTING, INTERESTS & DONATION INDICATORS

Additional 35 indicator columns included within the Demographic Append product. All flags: Y or empty.

Column	Type	Ex.	Notes
Investing - Active	string	Y	Active investor flag
Investing - Personal	string	Y	Personal investment interest
Investing - Real Estate	string	Y	Real estate investment interest
Investing - Stocks / Bonds	string	Y	Stock & bond interest
Interests - Arts / Antiques	string	Y	Arts & antiques enthusiast
Interests - Aviation	string	Y	Aviation interest
Interests - Travel General	string	Y	General travel interest
Interests - Travel Domestic	string	Y	Domestic travel preference
Interests - Travel Intl	string	Y	International travel preference
Interests - Travel Cruise	string	Y	Cruise vacation interest
Interests - Golf	string	Y	Golf interest
Interests - Boating / Sailing	string	Y	Boating & sailing interest
Interests - Hunting	string	Y	Hunting interest
Interests - Fishing	string	Y	Fishing interest
Interests - Health / Medical	string	Y	Health & medical interest
Donations - Contributions	string	Y	Donor contributor flag
Donations - Mail Order	string	Y	Mail-order donor flag
Donations - Charitable	string	Y	Donates to charitable causes
Donations - Animal Welfare	string	Y	Animal welfare donor
Donations - Arts / Cultural	string	Y	Arts & cultural donor
Donations - Children's	string	Y	Children's cause donor
Donations - Environment	string	Y	Environmental cause donor
Donations - Health	string	Y	Health cause donor
Donations - Intl Aid	string	Y	International aid donor
Donations - Political	string	Y	Political donor (general)
Donations - Conservative	string	Y	Conservative political donor
Donations - Liberal	string	Y	Liberal political donor
Donations - Religious	string	Y	Religious cause donor
Donations - Veterans	string	Y	Veterans cause donor
Donations - Community	string	Y	Community charity donor
Donations - Other	string	Y	Other charitable cause donor

BUNDLE OPTIONS

All combinations are available. Contact your CRS representative to configure.

CRS Mobile + Email

Appends both a mobile phone number and a validated email address.

- number — best-match mobile phone
- email — firstname@lastname.com

CRS Mobile + Demographic

Appends a mobile phone number plus all 50 demographic columns.

- number — best-match mobile phone
- + 50 demographic columns

CRS Email + Demographic

Appends a validated email address plus all 50 demographic columns.

- email — firstname@lastname.com
- + 50 demographic columns

CRS Full Append

Complete bundle — mobile number, email address, and all 50 demographic columns.

- number + email
- + 50 demographic columns