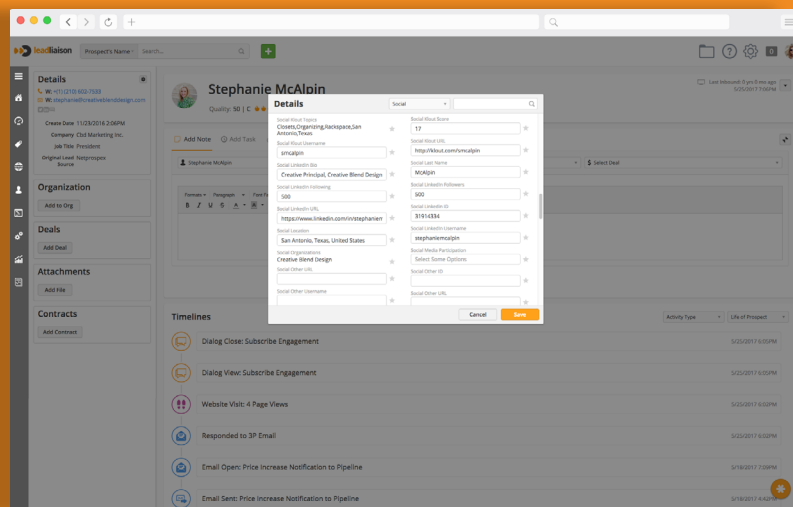# leadliaison

Social Append

What information do you want to see on a Prospect's profile?

As much as possible! Lead Liaison uses a Prospect's email address to search over 110 social networks, based on what's been enabled, and adds social insights to a Prospect's Profile.

Lead Liaison pulls in a rich set of social information from 100s of leading social networks, including Facebook, LinkedIn, Twitter, Instagram, and more. Social information can be used by sales to gain valuable insight on prospective buyers during the sales process. Marketing can use social data to better segment data and target communications.

As a Lead Liaison customer using Social Append, you can:

BETTER UNDERSTAND YOUR PROSPECTS AND CUSTOMERS
Append Prospect records with interests, gender, age, and a number of other characteristics with social append. Get to your contacts better by understanding what they like and do.

BETTER SEGMENT YOUR DATABASE
Use social data to segment your audience for more relevant communication. Want to tailor a message to all females who have an interest in design? No problem! Use social criteria in automations, segmentations, and more.

ACCESS THOUSANDS OF SOCIAL DATA POINTS
Lead Liaison fetches data from over 110 social networks, and multiple data points within each network. From Facebook, Instagram, LinkedIn, Twitter, and much more, start enriching your most valuable asset - your database, with information from the social sphere.

KEEP YOUR DATA FRESH!
Once a social profile is created, it is updated periodically. This ensures your data is accurate and fresh with the latest pictures, interest, social engagement data, and much more. Social append keeps your data live and prevents it from getting old and stagnant.

Ready to Get Started?
Contact us today. We're ready to help!

✉ info@leadliaison.com   📞 (888) 895-3237