



Engaging Homeowners and Increasing Contractor Confidence through Consumer Identity and Intelligence Insights

Challenge

Home Professionals is a rapidly growing online home services resource focused on helping homeowners find information and service professionals they need to improve their homes. The company connects homeowners to top home professionals by providing education and advice on a variety of home improvement topics including home security, home automation, roofing, windows, solar heating, flooring, and more.

Home Professionals partners with local service professionals nationwide to connect consumers with contractors in their geographic areas through online web submission forms. Upon analysis of their web traffic and the number of online forms being abandoned, **they found many homeowners were either not completing the forms or abandoning them** after entering a small portion of information. As a result, they were not able to capture, qualify or market many of the inquiries to their contractor network.

Home Professionals was seeking a better way to make its online form submission process faster and easier for consumers, while providing more complete and accurate information to their service professional partners.

*"Our goals are to educate homeowners on critical aspects of home improvement so they can make informed decisions when hiring contractors and make the inquiry process as simple as possible and improve partner engagements with consumers. Through our work with Infutor, **we have been able improve completed inbound form submissions by 214%**"*

Dick Wells
President and CEO - Home Professionals

Solution

Looking at a number of consumer data providers, Home Professionals selected Infutor's ID Max solution for its depth and accuracy of identity and profile data. ID Max is a real-time data-driven solution that instantly scores, completes, verifies, updates and enhances inbound consumer-submitted information.

With as little as a single consumer identity marker, e.g., name, address, phone, mobile or email, ID Max instantly scores the validity of an inbound inquiry and delivers complete identity data on each homeowner as well as demographic and lifestyle attribute enhancements to enable personalized profile development.

This essential consumer identity and profile information is built from Infutor's identity graph, which features over 255 million multi-sourced U.S. individuals with 97.5 million daily updates.



*"Home Professionals' use of ID Max illustrates the critical role that identity scoring, completion, and profile enhancement plays in driving consumer engagement where both speed and accuracy are key. Being able to provide confidence in identity and home ownership accuracy, especially in the home services space, **drives improvements in lead quality, consumer experiences and conversion rates**"*

Gary Walter
CEO - Infutor

Results

After the implementation of Infutor's ID Max, Home Professionals was able to reduce its mandatory on-line form fields to require only name, phone number and zip code. ID Max scores the input information on a scale of 0-100 to validate the quality of the information provided, helping Home Professionals eliminate invalid, low performing, or poor quality leads.

ID Max also adds missing identity information including full address, email address, phone numbers and additional predictive attributes like home ownership, home value and income. **Identity and attribute completion enables the company to provide higher quality, relevant lead information to their service professionals.**

Since Home Professionals has been utilizing ID Max, **the company has experienced a 214% increase in completed form submissions** due to shortening online inquiry forms and delivering complete identities and profiles.

As a result, Home Professional's service provider partners now receive inquiries containing **complete name, address, phone and email information** as well as **confirmation that a lead is a homeowner**, ultimately leading to more conversions. In addition, Home Professionals was able to **retrieve and verify information from the backlog of aged leads** that they weren't able to previously identify and pass along these qualified leads to contractors.

Learn how Infutor provides the key data needed
for your identity resolution initiatives.

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