

# 360 Customer View API

Know Your Customer and Gain Customer Insights with Fenris Data

## Increase upselling, cross-selling success and reduce the cost of customer acquisition

When financial and wealth advisors, agents, and sales representatives reach out to customers, they often know only the customer's name, address and current product owned. Reaching out to prospects, they know even less. Fenris can help make these outreach conversations significantly more productive without time-consuming research.

The 360 Customer View API turns a name and address into a detailed profile, providing rich insights that replace questionnaires with discussions about the products that best meet the customer's needs in the moment. Consider how conversations would progress with advance knowledge of:

- Wealth and retirement status
- Marital status
- Home ownership
- Household members

This information can be delivered directly to a CRM system to round out existing customer entries or injected in real time into a sales workflow. Companies can also use this intelligence for customer segmentation, marketing, and next best action programs.

Fenris uses robust APIs that deliver data in real time, matching names and addresses to the millions of individuals in our curated, regularly updated database. Integrating these data flows with current systems can typically be completed quickly and easily.

Match to over

**255** million adults

**130** million households

**500+** data points



[fenrisd.com/signup](https://fenrisd.com/signup)

[hello@fenrisd.com](mailto:hello@fenrisd.com)

[360 Customer View API](#)

## 47+ Data Points on People and Households

### Primary Named Individual

Full Name  
Date of Birth  
Age  
Gender  
Marital Status  
Household Member Status  
Address  
Homeowner Status  
Length of Residence  
Occupation Class

### Financial Information

Net Worth Range  
Wealth Resources  
Investment Resources  
Liquid Resources  
Short-term Liability  
Mortgage Data  
Home Equity Loan  
Home Equity Data  
Investments

### Household Characteristics

Number of Generations  
Generation Segment  
Number of Adults  
Presence of Children  
Number of Children  
Age Range of Children  
Hobbies

### Household Members (each)

Name  
Date of Birth  
Age  
Gender  
Marital Status

Contact us to understand your customer better

Connect