

TruProfileSM

Instant Validation of Lead Reachability

Leveraging Fenris' Insights Engine Built on a Proprietary Dataset on Every Insurance Shopper/Buyer

Ensure Lead Quality with Validated Prospect Information

Lead aggregators and insurance companies acquiring leads share a common goal: to sell insurance to buyers. The challenge is knowing if the lead offered contains valid information about real people who are real buyers. The best leads have valid contact entries, mailable addresses, reachable phone numbers, and genuine emails.

In the world of internet lead generation, invalid contact data is all too common, whether people simply make typing mistakes or intentionally provide false information.

With the multi-point **TruProfile** service, Fenris validates key lead contact elements before a bid, via a single API call. With sub-second response times, TruProfile can handle millions of lead validations daily with speed and ease, so you can make informed buying decisions in real time. TruProfile is pre-integrated into many of the leading marketing services providers and may already be available through your existing technology platforms.

TruProfile matches an inbound lead's identity to our proprietary dataset to confirm residency, reviews each piece of contact information, and separates legitimate contacts from fraudulent entries.

You can decide at that point to bid or purchase, or you can put validated leads through the Fenris data enrichment and lead scoring APIs for an even more granular assessment of lead quality and propensity to buy.

fenrisd.com/signup

hello@fenrisd.com

[Fenris Scoring](#)

- ✓ **Name: James Harden**
 - ✓ **Address: 164 Main St.
Beverly Hills, CA 90210**
 - ✓ **Date of Birth: 9/24/1987**
 - ✓ **Email: james.harden@gmail .com**
 - ✗ **Phone: 999-999-9999**
 - ✓ **IP: 73.243.107.33**
- Score: Fair**

A comprehensive API from a single vendor for assessing the viability of key contact information submitted by the lead

Identity matching back to more than 255 million adults and 130 million households

Fenris is SOC2-compliant, and creates cloud-based services delivering 99.99% availability

Contact us to understand your customer better

Connect