

APPENDABILITY

POWERED BY  marketsoft

We help you understand your business customers better and faster, providing the insight needed to create growth today

BUSINESS INSIGHTS ON-DEMAND

The team at **Marketsoft** developed Appendability to give B2B marketers and sales teams a way to **understand** more about their customers, in **real-time**, and at a **fraction of the cost** associated with other options.

Businesses are complex and Business data is a challenge to wrangle.

Appendability allows you to **segment** and **personalise** communication-based on a range of key **demographic attributes**. This starts with **Industry Code** (and variations such as ANZSIC Code) and will be expanded over the coming months based on real customer feedback and demand.

A SERVICE BUILT FOR YOU

Drive your sales through customer experience:



Quality Local Results

Developed using Australian IP and USPs built by parent Marketsoft over 30 years.



Real-Time

Results resolved and delivered in micro-seconds via our enterprise API service layer.



Security

Appendability complies strictly with ISO 27001 and 17799 (information security and quality standards).



Continual Development

Appendability has been established and will be developed based directly on customer feedback - you own the roadmap!

Delivering unique **customer-understanding** across verticals and leading brands



Enterprise Leading Tech Stack, Delivered and Supported Locally

KEY FEATURES:

- ✓ Built to drive growth through better targeting and personalisation
- ✓ Measureable improvement to conversion, retention, and average order value
- ✓ 100% managed by Marketsoft with no IT overhead
- ✓ Simple integration via API layer with setup support options available
- ✓ Quality search results with managed continual improvement based on customer feedback
- ✓ Enterprise security with compliance to ISO 27001

PRICING:

Appendability is the only **fully integrated solution** on the market that **resolves** and **delivers quality** business attributes in **real-time**, via our secure API service.

This means enhancement can occur from initial lead capture, as part of systematic data quality, or within existing workflows.

**\$0.50 per
match PAYG**

**Incentivised
credit options**



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