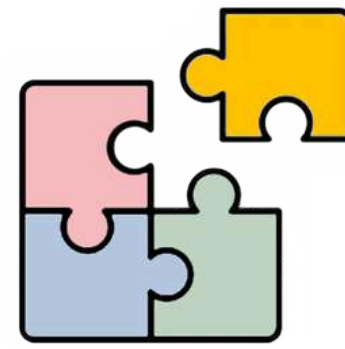
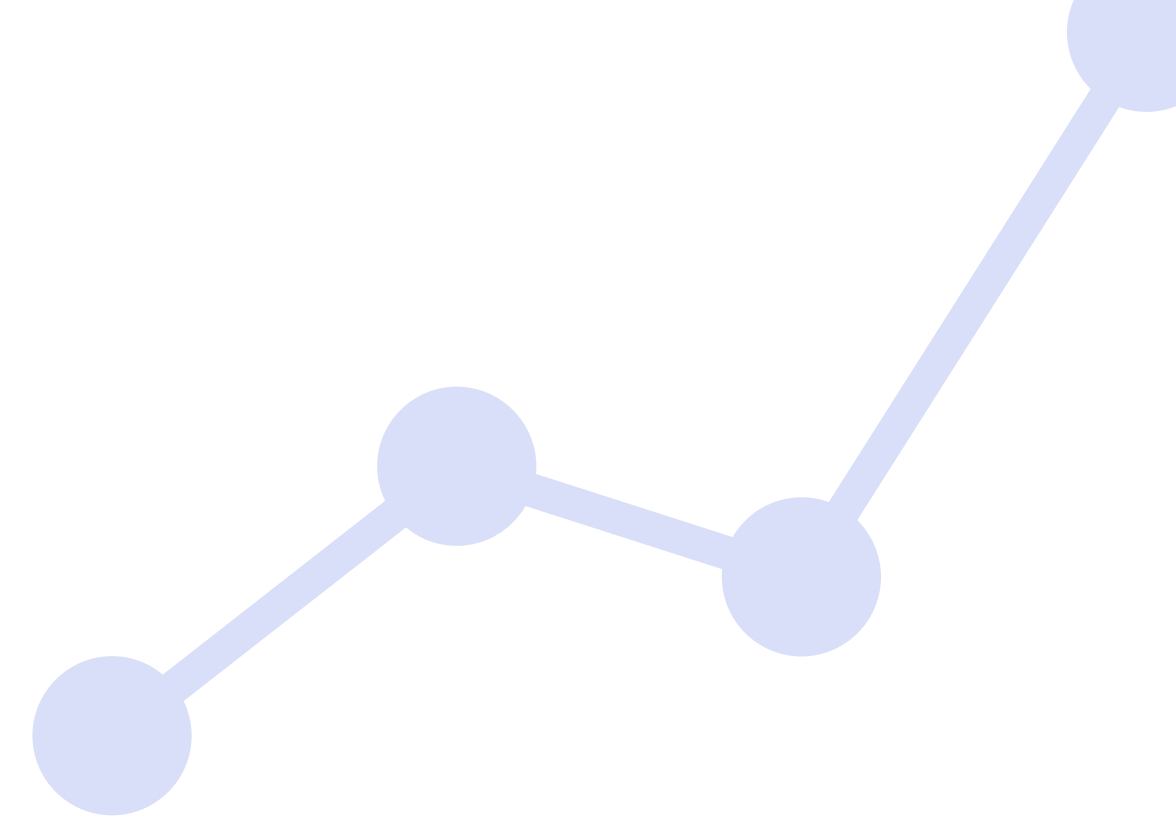




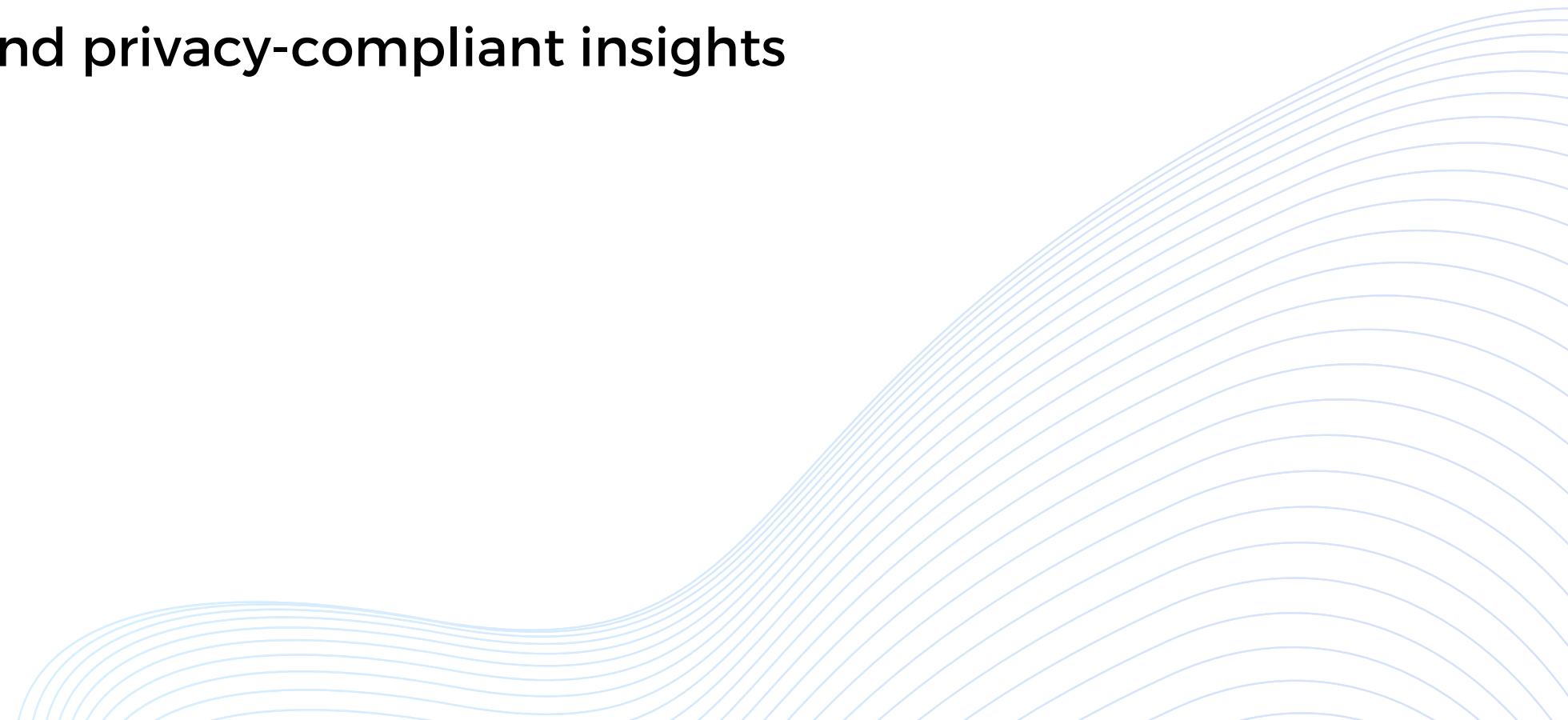
ZAP DATA

ELEVATE YOUR BUSINESS

UNLOCK THE POWER OF CUSTOMER INTELLIGENCE



- Understand your customer persona with real-time, actionable insights for precise segmentation and pre-targeting
- Enhance customer segmentation, targeting, and personalization to engage high-intent audiences
- Optimize marketing, Risk assessment, and Financial profiling
- Empower businesses with accurate, scalable, and privacy-compliant insights



GAIN DEEPER INSIGHTS ACROSS MULTIPLE DIMENSIONS



DEMOGRAPHICS

Age, gender, income bands,
generational value



GEOLOCATION

City, pincode, latitude,
longitude



DIGITAL BEHAVIOUR

Online engagement, sports
subscription, fitness products

GAIN DEEPER INSIGHTS ACROSS MULTIPLE DIMENSIONS



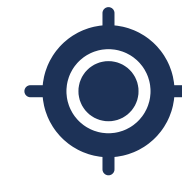
FINANCIAL INDICATORS

Wealth flag, payment
mode, spending habits



LIFESTYLE & OWNERSHIP

Car ownership, real estate,
home segment



CONSUMER INTERESTS

Shopping affinity, luxury
services, events

COMPREHENSIVE COVERAGE ACROSS DIVERSE SEGMENTS

People Who Avail Consumer Finance

1.9 Cr Active Customers

Credit Card Engagement

2.3 Cr Active Credit Cards

Home Owners

90 Lakhs Home Owners

Car Owners

90 Lakhs Car Owners

Two Wheeler Owners

40 Lakhs Two Wheeler Owners



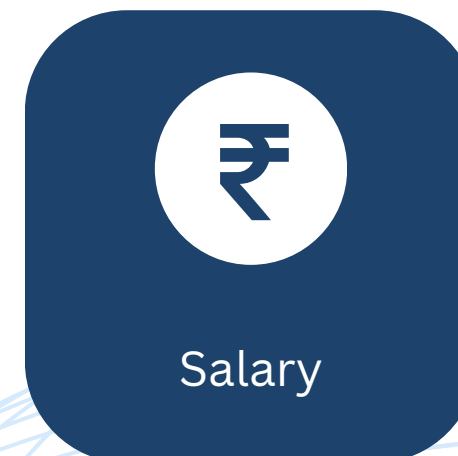
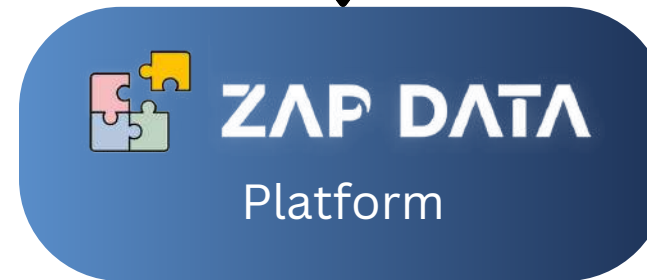
NATION WIDE REACH

- Pan India Reach Serving 19,000+ PIN Codes Across India
- Our reach allows businesses to expand without geographic constraints



Enrichment- Get Insights Into Your
Current Customers

Audiences- Get Access To Curated
Audiences



TAILORED INSIGHTS FOR EVERY INDUSTRY

- Finance & Lending
- Retail & E-commerce
- Automotive
- Real Estate
- Advertising & Martech
- Food & Beverage
- Sports & Fitness
- Entertainment
- Travel & Hospitality

WHAT MAKES US DIFFERENT

ACCURACY

Zap Data provides real-time insights, enabling businesses to pre-target the right customers with precise segmentation for better decision-making

TECHNOLOGY

We leverage AI and machine learning to enrich data, providing seamless API-based integration for access to actionable intelligence

RELEVANCE

We provide real-time, industry-specific insights for smarter marketing, financial assessment, and audience targeting

SCALE

Our platform processes vast data sets in real-time, ensuring seamless enrichment for businesses handling high-volume or niche datasets

PRIVACY

We adhere to regulations, using encryption and anonymization to protect data, ensuring legal and ethical usage, and are ISO 27001 certified.



The background features abstract, flowing blue line art. On the left, a series of concentric, overlapping loops form a bulbous, organic shape. On the right, a series of parallel, wavy lines create a sense of movement and depth, resembling a stylized wave or a series of ripples. The lines are thin and light blue, set against a plain white background.

ENRICHMENT USECASES

REAL-WORLD IMPACT

A fintech company needed deeper customer insights for risk assessment and compliance. Data enrichment provided behavioral and financial data, improving fraud detection and identity verification

Customer Insights for Signzy



REAL-WORLD IMPACT

A verification API provider required real-time asset ownership data to strengthen financial credibility checks. Data enrichment helped detect fraud and optimize loan approvals and credit risk assessments

Customer Insights for Surepass



Two Wheeler
Ownership



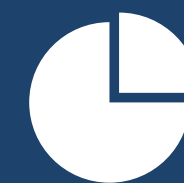
Car
Ownership



Salary



Home
Ownership



Share
Investors



Pincode Level
Tracking

REAL-WORLD IMPACT

A financial insights company required accurate salary data to enhance credit scoring models. Data enrichment provided salary intelligence, improving lending accuracy and fraud prevention

Customer Insights for Monnai



REAL-WORLD IMPACT

A fintech firm needed accurate asset ownership insights for better lending decisions. Data intelligence enabled precise risk profiling, improving credit approval rates and reducing defaults

Customer Insights for Neokred



Two Wheeler
Ownership



Car
Ownership



Salary



Home
Ownership



Share
Investors



Pincode Level
Tracking



AUDIENCE USECASES

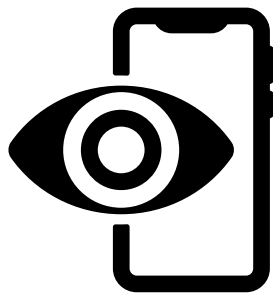
REAL-WORLD IMPACT

A Leading mobile phone brand wanted to increase awareness about its latest flagship phone

Audience for iQOO

Data Cuts	
Segment	Salaried, MNC employees
Location	Metro Cities
Income Band	10 Lakhs & Above
Spending Potential	3 Lakhs

iQOO



57 Million

Impressions

Meta

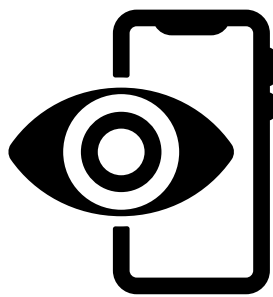
- Lookalike Audiences Used
- Ads Run Through Platforms & Services

REAL-WORLD IMPACT

A luxury car company struggled with test drive bookings. Wealth segmentation improved targeting and digital marketing efforts

Audience for Audi

Data Cuts	
Segment	Salaried, MNC employees
Income Band	7 Lakhs & Above
Spending Potential	60 Lakhs & Above



21,000
Impressions



- Lookalike Audiences Used
- Ads Run Through Platforms & Services

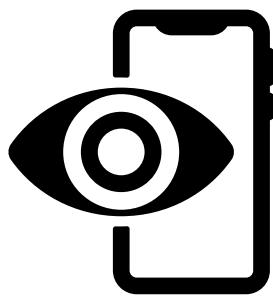
REAL-WORLD IMPACT

A premium motorcycle brand faced no-show test rides. Financial data helped identify enthusiasts, improving dealership outreach

Audience for Triumph

Data Cuts	
Segment	Salaried, MNC employees
Location	Metro Cities
Income Band	10 Lakhs & Above
Spending Potential	2 Lakhs

TRIUMPH



4,06,112
Impressions



- Lookalike Audiences Used
- Ads Run Through Platforms & Services

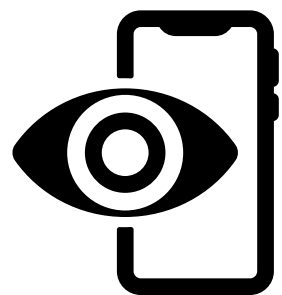
REAL-WORLD IMPACT

A pre-owned car platform struggled with lead conversions. Data segmentation improved affordability-based targeting and financing offers

Audience for Spinny

Data Cuts	
Segment	Salaried, MNC Employees, Married
Location	Metro Cities
Income Band	10 Lakhs & Above
Spending Potential	7.5 Lakhs



 **3,29,792**
Impressions



- Lookalike Audiences Used
- Ads Run Through Platforms & Services

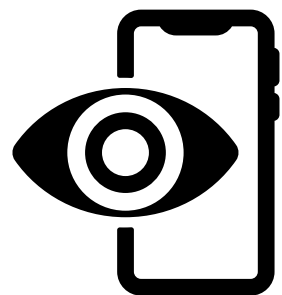
REAL-WORLD IMPACT

An insurance provider faced low policy conversions. Enriched data identified high-affinity customers, enabling personalized recommendations

Audience for SBI Life

Data Cuts	
Segment	Salaried, MNC employees
Income Band	7.5 Lakhs & Above
Credit Score	650 & Above



 **39 Million**
Impressions



- Lookalike Audiences Used
- Ads Run Through Platforms & Services

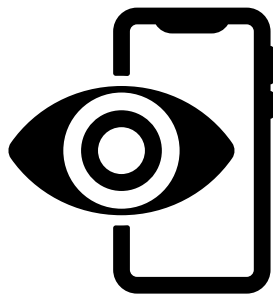
REAL-WORLD IMPACT

A digital bank struggled with premium card approvals. Credit score segmentation improved pre-approvals and marketing efficiency

Audience for One Card

Data Cuts	
Segment	Salaried, MNC employees
Income Band	7.5 Lakhs & Above
Credit Score	Transactor with Credit Score 700 & Above

1necard



87.5 Million
Impressions



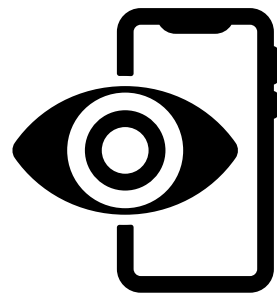
- Lookalike Audiences Used
- Ads Run Through Platforms & Services

REAL-WORLD IMPACT

An online retailer faced cart abandonment. Data enrichment enabled personalized recommendations and retargeting strategies

Audience for Nykaa Fashion

Data Cuts	
Segment	Salaried, MNC employees
Demographics	Female, Age: 20 & Above
Income Band	7.5 Lakhs & Above
Spending Potential	1.5 Lakhs



4,13,298
Impressions



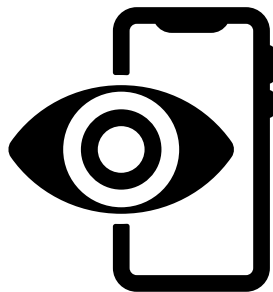
- Lookalike Audiences Used
- Ads Run Through Platforms & Services

REAL-WORLD IMPACT

A bridal fashion brand struggled with early targeting. Demographic insights enhanced engagement and influencer marketing effectiveness

Audience for Mohey

Data Cuts	
Segment	Salaried, MNC employees, Age: 20-35
Location	Metro Cities
Income Band	10 Lakhs & Above
Spending Potential	1 Lakh



1,08,578
Impressions



JioCinema

- Lookalike Audiences Used
- Ads Run Through Platforms & Services

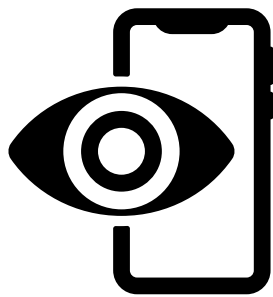
REAL-WORLD IMPACT

A real estate developer struggled with lead quality. Buyer segmentation improved targeting and digital campaign efficiency

Audience for Puravankara

Data Cuts	
Segment	Salaried, MNC employees
Location	Pune
Income Band	20 Lakhs & Above
Credit Score	700 & Above
Spending Potential	50 Lakhs

PURAVANKARA



87.5 Million
Impressions



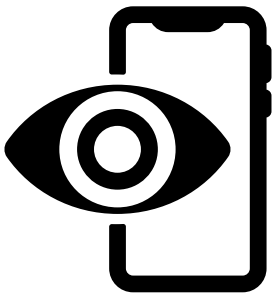
- Lookalike Audiences Used
- Ads Run Through Platforms & Services

REAL-WORLD IMPACT

A home improvement brand had low premium paint sales. Data segmentation improved engagement and retention

Audience for Asian Paints

Data Cuts	
Segment	Salaried, MNC employees
Location	Metro Cities
Income Band	15 Lakhs & Above
Credit Score	700 & Above
Spending Potential	50 Lakhs



11,30,023
Impressions



JioCinema

- Lookalike Audiences Used
- Ads Run Through Platforms & Services

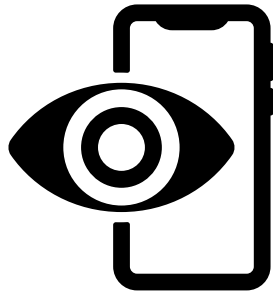
REAL-WORLD IMPACT

A home decor brand faced showroom visit drop-offs. Wealth segmentation improved location-based targeting and conversions

Audience for Simply Sofas

Data Cuts	
Segment	Salaried, MNC employees
Location	Metro Cities
Income Band	12 Lakhs & Above
Credit Score	700 & Above
Spending Potential	50 Lakhs





87.5 Million

Impressions



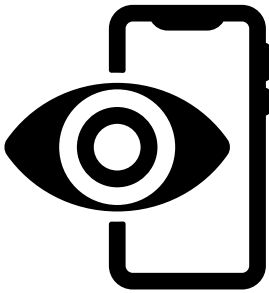
- Lookalike Audiences Used
- Ads Run Through Platforms & Services

REAL-WORLD IMPACT

A consumer brand struggled with regional expansion. Geographic segmentation optimized targeting and reduced ad waste

Audience for iD Fresh Food

Data Cuts	
Segment	Salaried, MNC employees
Demographics	Married, Unmarried Male
Income Band	5 Lakhs & Above



5,84,338
Impressions



JioCinema



MXPLAYER

- Lookalike Audiences Used
- Ads Run Through Platforms & Services

EXPERIENCE THE FUTURE OF DATA ENRICHMENT

SPEAK WITH OUR DATA EXPERTS

Find the right solutions for your business

GET A FREE DATA SAMPLE

See Zap Data's accuracy and compliance firsthand

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THANK YOU