

Data Enrichment Use Cases by Industry

Here are a few examples of Data Enrichment use cases, as seen by different industry verticals:

- **Advertising**
Luminar enriches market segment data with other public info.
- **Capital markets**
Server log data enriched with ticker plant data improves historical analysis of markets.
- **Fintech**
Longer retention of combined trading data uncovers fraud and money-laundering risks.
- **Healthcare**
Fuse by Cardinal Health enriches its data-as-a-service offering with freely available data sets from Data.gov.

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