# Title: Lead Enrichment

Extracting more information about each lead to display on Freshsales and build models (for scoring).  
Currently done by MRE team.

* [Lead Enrichment Sources](https://confluence.freshworks.com/pages/viewpage.action?pageId=206575310)
* [Benchmarking Sources](https://confluence.freshworks.com/pages/viewpage.action?pageId=206575340)
* [Lead Enrichment Experiments](https://confluence.freshworks.com/pages/viewpage.action?pageId=210010847)