<u>Online</u> Primary Dataset

Our primary data set consists of 'online' data which means it has been derived from online sources such as Co-Reg databases, online forms and publisher relationships.

Collecting data via online sources is the only way to get the most accurate email and intent. The consumer attributes of 'online data' cannot be as accurate as 'offline/skip traced' data which is the next dataset.

Online Primary Dataset

Field	Description
FIRST_NAME	
LAST_NAME	
DIRECT_NUMBER	
MOBILE_PHONE	
PERSONAL_ADDRESS	
PERSONAL_CITY	
PERSONAL_PHONE	
PERSONAL_STATE	
PERSONAL_ZIP	
PERSONAL_ZIP4	
SOCIAL_CONNECTIONS	
AGE_RANGE	
CHILDREN	
GENDER	
HOMEOWNER	
MARRIED	
NET_WORTH	
INCOME_RANGE	
BUSINESS_EMAIL	
BUSINESS_EMAIL_VALIDATION_STATUS	
PROGRAMMATIC_BUSINESS_EMAILS	
BUSINESS_EMAIL_LAST_SEEN	
PERSONAL_EMAIL	

About Our Data

ADDITIONAL_PERSONAL_EMAILS	
PERSONAL_EMAIL_VALIDATION_STATUS	
PERSONAL_EMAIL_LAST_SEEN	
SHA256_PERSONAL_EMAIL	
SHA256_BUSINESS_EMAIL	
LAST_UPDATED	
COMPANY_ADDRESS	
COMPANY_DESCRIPTION	
COMPANY_DOMAIN	
COMPANY_EMPLOYEE_COUNT	
COMPANY_LINKEDIN_URL	
COMPANY_NAME	
COMPANY_PHONE	
COMPANY_REVENUE	
COMPANY_SIC	
COMPANY_NAICS	
COMPANY_CITY	
COMPANY_STATE	
COMPANY_ZIP	
COMPANY_INDUSTRY	
COMPANY_LAST_UPDATED	
DEPARTMENT	
JOB_TITLE	
LINKEDIN_URL	
PROFESSIONAL_ADDRESS	
PROFESSIONAL_ADDRESS_2	
PROFESSIONAL_CITY	
PROFESSIONAL_STATE	
PROFESSIONAL_ZIP	
PROFESSIONAL_ZIP4	
SENIORITY_LEVEL	
JOB_TITLE_LAST_UPDATED	

<u>Offline</u> Dataset

Our offline dataset is designed for direct contact such as outbound call, canvasing and ensuring the person is exactly who they say they are.

Offline 'Skiptrace Dataset'

Field	Description
SKIPTRACE_MATCH_BY	
SKIPTRACE_PERSON_TITLE_OF_RESPECT	
SKIPTRACE_NAME	
SKIPTRACE_ADDRESS	
SKIPTRACE_CITY	
SKIPTRACE_STATE	
SKIPTRACE_ZIP	
SKIPTRACE_LANDLINE_NUMBERS	
SKIPTRACE_WIRELESS_NUMBERS	
SKIPTRACE_CREDIT_RATING	
SKIPTRACE_EXACT_AGE	
SKIPTRACE_ETHNIC_CODE	
SKIPTRACE_CARRIER_ROUTE	
SKIPTRACE_LANGUAGE_CODE	
SKIPTRACE_IP	

<u>Scrape Traced</u> Dataset

Our scrape trace dataset is designed to create an additional layer of validation on our B2B. We do this by combining skip tracing with crawling live websites for the most recent data.

Scrape-Trace Dataset

Field	Description
SKIPTRACE_MATCH_BY	
SKIPTRACE_PERSON_TITLE_OF_RESPECT	
SKIPTRACE_NAME	
SKIPTRACE_ADDRESS	
SKIPTRACE_CITY	
SKIPTRACE_STATE	
SKIPTRACE_ZIP	
SKIPTRACE_LANDLINE_NUMBERS	
SKIPTRACE_WIRELESS_NUMBERS	
SKIPTRACE_CREDIT_RATING	
SKIPTRACE_EXACT_AGE	
SKIPTRACE_ETHNIC_CODE	
SKIPTRACE_CARRIER_ROUTE	
SKIPTRACE_LANGUAGE_CODE	
SKIPTRACE_IP	

<u>Core</u> Data Set (Summary)

Terminology to understand

Term Used	Meaning
Online Data	Data that has been acquired through online sources and publishers
Offline Data	Data that has been acquired via offline sources such as real estate databases, finance databases.
Skip Trace	Data has been matched to multiple sources (offline and online) to determine it's accuracy
Skip Scraped	Combining skip tracing data with scraping to not only cross check different databases. We also check latest online sources.
B2C	Business to Consumer - This is personal consumer data.
B2B	Business to Business - This is business data and not personal
B2B2C	Business to Business to Consumer - This is business data that has been matched on a personal level to ensure greater accuracy.
Co-reg	Co-reg means 'co-registration' - this is data which has been obtained from publishers across certain verticals. This is opt-in data.

Explanation of Fields

Field	Description
FIRST_NAME	First name from online Co-Reg
LAST_NAME	Last name from online Co-Reg
SHA256_PERSONAL_EMAIL	Sha256 encrypted email (most recent)
PERSONAL_EMAIL	Personal email from the sha256
PERSONAL_EMAIL_VALIDATION_STATUS	Validation signal of personal email
PERSONAL_EMAIL_LAST_SEEN	When the personal email was last seen by an ESP
SKIPTRACE_MATCH_BY	The fields we used to skip trace the online data with offline data to be more accurate
SKIPTRACE_PERSON_TITLE_OF_RESPECT	The title of the prospect
SKIPTRACE_NAME	Full name of the prospect offline data
SKIPTRACE_ADDRESS	Address of the prospect offline data
SKIPTRACE_CITY	City of prospect offline data
SKIPTRACE_STATE	State of prospect offline data

About Our Data

SKIPTRACE_ZIP	ZIP of prospect offline data
SKIPTRACE_LANDLINE_NUMBERS	Landline (home phone) of prospect offline data
SKIPTRACE_WIRELESS_NUMBERS	The wireless (mobile) phone of prospect offline data
DNC	National Do Not Call Registry tag
SKIPTRACE_B2B_MATCH_BY	Fields used to take the B2B data then skip trace it against more information via online/offline
COMPANY_NAME	Company name the prospect is associated with
COMPANY_DOMAIN	Company domain of the company
COMPANY_DESCRIPTION	AI generated description of the company and what they do
BUSINESS_EMAIL	Business email of the prospect
BUSINESS_EMAIL_VALIDATION_STATUS	Business email validation status and whether they have email signals
BUSINESS_EMAIL_LAST_SEEN	When the business email last had a signal via ESP
SKIPTRACE_B2B_ADDRESS	The business address which has been skip traced from another dataset
SKIPTRACE_B2B_LANDLINE_PHONE	The business landline that has been skip traced from another dataset
SKIPTRACE_B2B_WIRELESS_PHONE	The wireless phone (mobile) which has been skip traced from another dataset
SKIPTRACE_B2B_SOURCE	The source of where we obtained the additional business info
SKIPTRACE_B2B_WEBSITE	The business website (usually the root domain)
LINKEDIN_URL	Linkedin URL of the prospect