Data Axle Monthly Newsletter

December 2024 and EOY Updates

data
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Business Data Updates

Data Axle's 2024 Year in Review

Business Data Accomplishments

Enhanced Verification and Throughput with Improved Database Accuracy

Data Axle implemented new approaches to accelerate the processing of records in attempt to promote fulfillment status with a goal of achieving 4x throughput, enabling the ability to upgrade an **additional 250K records per month**.

- Prioritizing sources for immediate online research
- Multi-source matching and data appending
- Disconnect verification calls
- Targeted calling campaigns in tele-research

Additionally, business records with outdated attributes are routed through tele-research to either update or downgrade those that are more likely to be out of business. Data Axle has averaged downgrading approximately 145K a month since incorporating this process.

Model Rebuilds and Integration

Data Axle rebuilt and launched 5 new business models to increase coverage and accuracy.
- Location Employee Count
- Location Sales Volume
- Corporate Sales Revenue
- Corporate Employee Count
- Ownership

Data Axle's 2024 Year in Review

Business Data Accomplishments

Business Record and Attribute Increases

Data Axle added **860K new business records** to our Pre-Verified database via various sources. Through this source, Data Axle was able to verify and upgrade the new records to a verified status and add missing attributes. The verification and enhancement processes continue monthly.

Individual Business Records Accurately Linked to Firms

New process was implemented to identify and manage non-linked "orphaned" individual records.

- Identified 180K orphaned records not attached to a firm record
- Removed 40K unaffiliated individual records
- 25K firm records created for additional linkage
- 50K firm records scheduled for further review

Increased Accuracy of Corporate Linkage

Improved accuracy and coverage of corporate linkages by identifying inconsistent websites and identifying non-linked websites

- Keyword and phrase search functionality identifies records sharing common terms within website addresses (grouping)
- Records manually reviewed, verified and/or updated with correct information

De-duplication Process

A new process was developed to identify duplicate business records. Fields are merged into one record when duplicate is identified. This process runs weekly.

Data Axle's 2024 Year in Review

Business Data Accomplishments

Verification Dates
- Business rules were modified to ensure verification date field was updated, including when a record was re-verified by tele-research
- 50K records verification dates were backfilled with correct dates

Location Linkage
- Increased coverage from 11MM records to 48MM (336% increase)

Linked records across U.S., U.S Territories, and Canada and across all business fulfillment statuses

Unclassified SIC and NAICS Improvements
- Replacement of non-classified SIC and NAIC codes for verified US Business records using a website or social media URL when present
- 165K Verified businesses with previously unclassified SIC and NAIC codes received a new, accurate industry classification

Intent Data
8,000+ intent topics matched to 7MM+ business records

2025 Business Data Roadmap
Q1, Q2, and Beyond

Increase Count of Verified Businesses

Q1 Projects
- Accelerate velocity of new data source evaluation for in-demand categories for increasing record coverage and accuracy
- Implement automated calling to verify businesses as open, and prioritize for manual calling for attribute collection
- Evaluate 4 new sources for both business and contact information

Q2 and Beyond
- Continuous exploration, evaluation, and testing of new business data sources
- Integrate a new business data source
- "Likely Open" business model re-evaluation

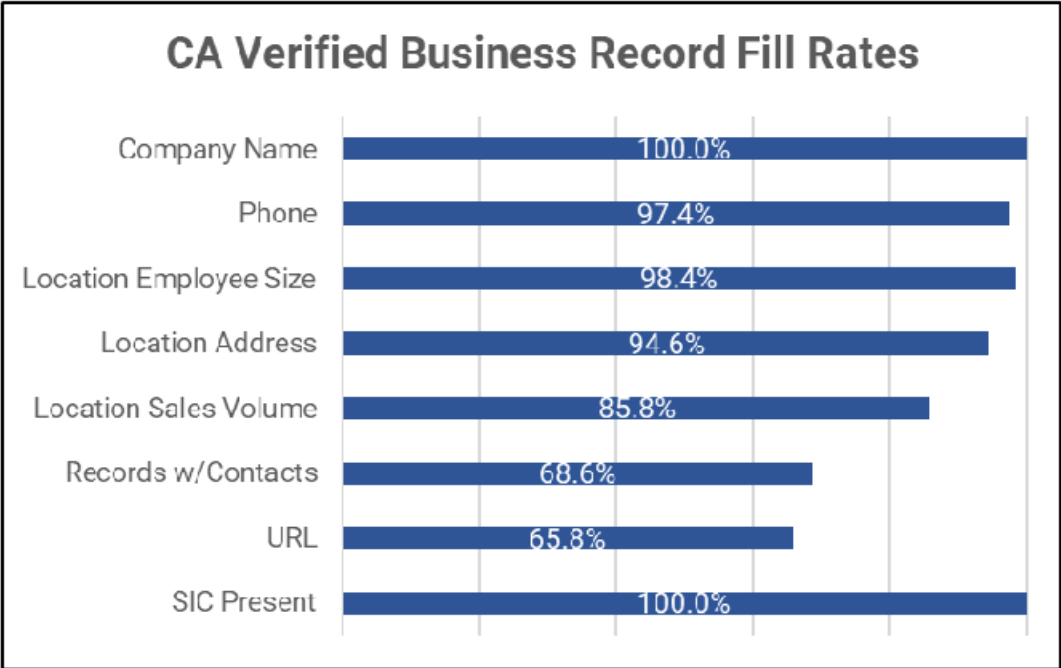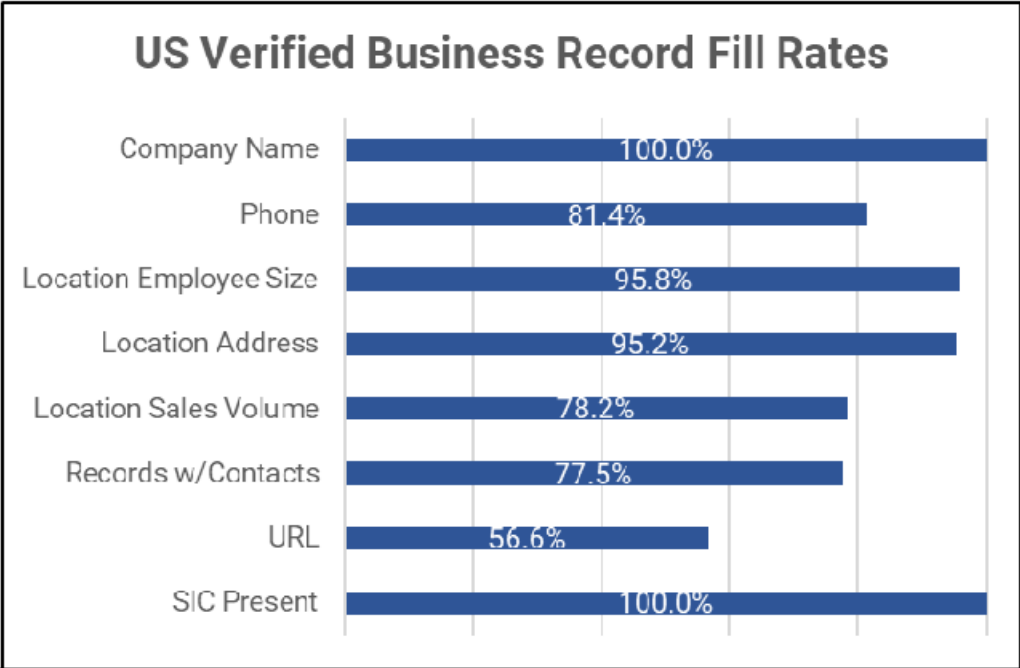## Increase Counts & Coverage of Contacts and Emails

Q1 Projects
- Create standardized job titles to enable easier search functionality
- Add additional new key contacts (Delayed from Q4 2024)
- Add new Contact data for updates and downgrades of contacts

Q2 and Beyond
- Launch new standardized job titles
- Integrate new contact data source to improve the coverage of business contacts
- Utilize social media resume source to update titles/downgrade contacts who changed positions
- Integrate new Contact data source
- Begin to deprecate title codes

Increase Business Record Completeness

Q1 Projects
- Automate web research to collect firmographic data and other key attributes
- Add new businesses to pre-verified and fill in missing core attributes through sourced data integration to increase counts of complete verified records

Q2 and Beyond
- Implement legal linkage for franchise owners and other legal owning entities
- Implement intent data relevancy scores to filter weak data signals
- Launch expanded business financial dataset

Business Data – December Fill Rates

US Verified Business Record Fill Rates

Category	Fill Rate
Company Name	100.0%
Phone	81.4%
Location Employee Size	95.8%
Location Address	95.2%
Location Sales Volume	78.2%
Records w/Contacts	77.5%
URL	56.6%
SIC Present	100.0%

Company Name	Phone	Location Emp Size	Location Add	Location Sales Vol	Records w/ Contacts	URL	SIC Present
18,309,729	14,906,125	17,546,203	17,438,646	14,318,978	14,196,709	10,368,905	18,309,729

CA Verified Business Record Fill Rates

Category	Fill Rate
Company Name	100.0%
Phone	97.4%
Location Employee Size	98.4%
Location Address	94.6%
Location Sales Volume	85.8%
Records w/Contacts	68.6%
URL	65.8%
SIC Present	100.0%

Company Name	Phone	Location Emp Size	Location Add	Location Sales Vol	Records w/ Contacts	URL	SIC Present
1,115,366	1,086,384	1,097,065	1,054,893	957,130	764,709	734,020	1,115,366

***Note that kiosks, ATMs, and other unmanned SIC codes will not have a contact, phone number, employee size, or sales volume assigned*

Business Data – Contact & Email Counts

Contact Level
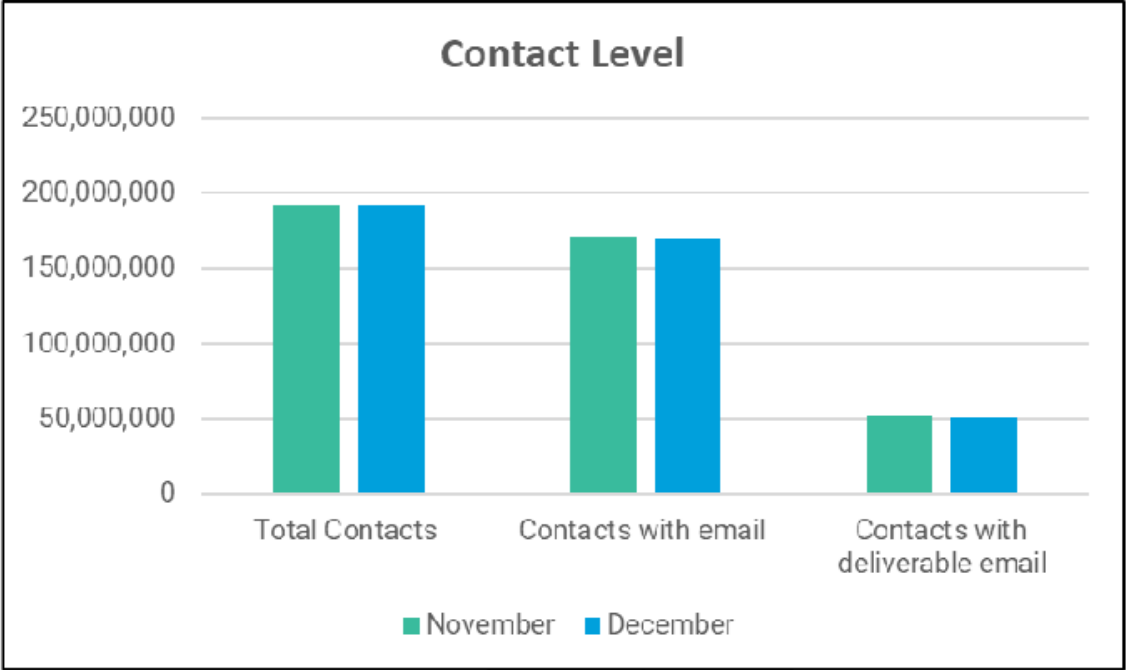
	December Counts	Change from November
Total contacts	191,833,908	-687,791
Contacts with email	169,529,577	-492,577
Contacts with deliverable email	51,639,083	-133,613

Record Level
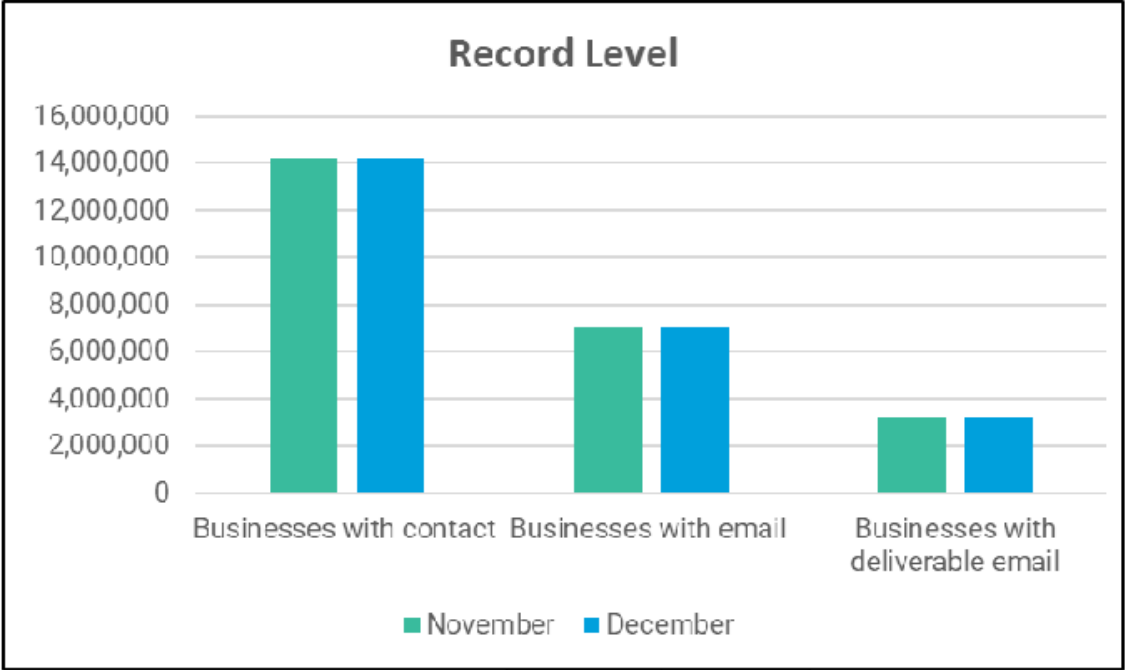
	December Counts	Change from November
Businesses with contact	14,207,856	11,147
Businesses with email	7,014,958	-13,657
Businesses with deliverable email	3,229,727	-4,705

Business Compilation

Business News Impacting Business Data

Our ability to identify and make changes to a company's name, operational status, corporate linkage, information profile, and list of executives daily strengthens the trust we have with our clients. In 2024, our operations team has been able to review over 35,000 news articles this year and made over 31,000 various contributions to our database. Some of their findings were:

Mergers & Acquisitions

- **Saks Global** acquires Neiman Marcus Group for $2.7B

- **Honda and Nissan** plan to merge into third largest automaker along with Mitsubishi

- **Big Lots** keeping 400 stores open after deal with Gordon Brothers

Closings

- **Party City** is closing all US Stores.

Web Monitoring Activity

The Data Quality team monitors approximately 2.3M business websites, online directories, and store locator pages each month. Web monitoring is an efficient secondary source for data validation, updates, and collection of enhanced content such as Hours of Operation, Social Media Links, Industry types, and more.

The Data Quality team enhances data using the store locator and home pages monthly:

Web Monitoring Counts - US Business
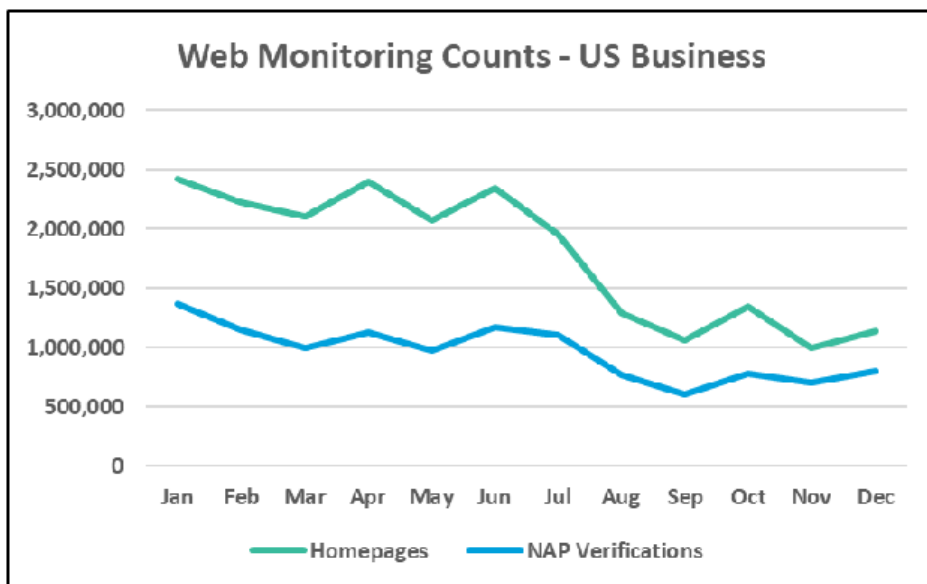
	Homepages	NAP Verifications
Current Count - December	1,139,017	796,150
Variance from - November	140,565	91,924

NAP – Name, Address, Phone

- Records updated could include updating the company name, moving the record into verified, etc.

- Enhanced Content = Delivery, reservations, Wi-Fi, Dress code
  - 76,150 websites modified or filled
  - 16,960 hours of operation modified or filled
  - 103,273 number of chains verified/updated
  - 790 new business adds to verified

Teleresearch Updates

TR Calling Stats
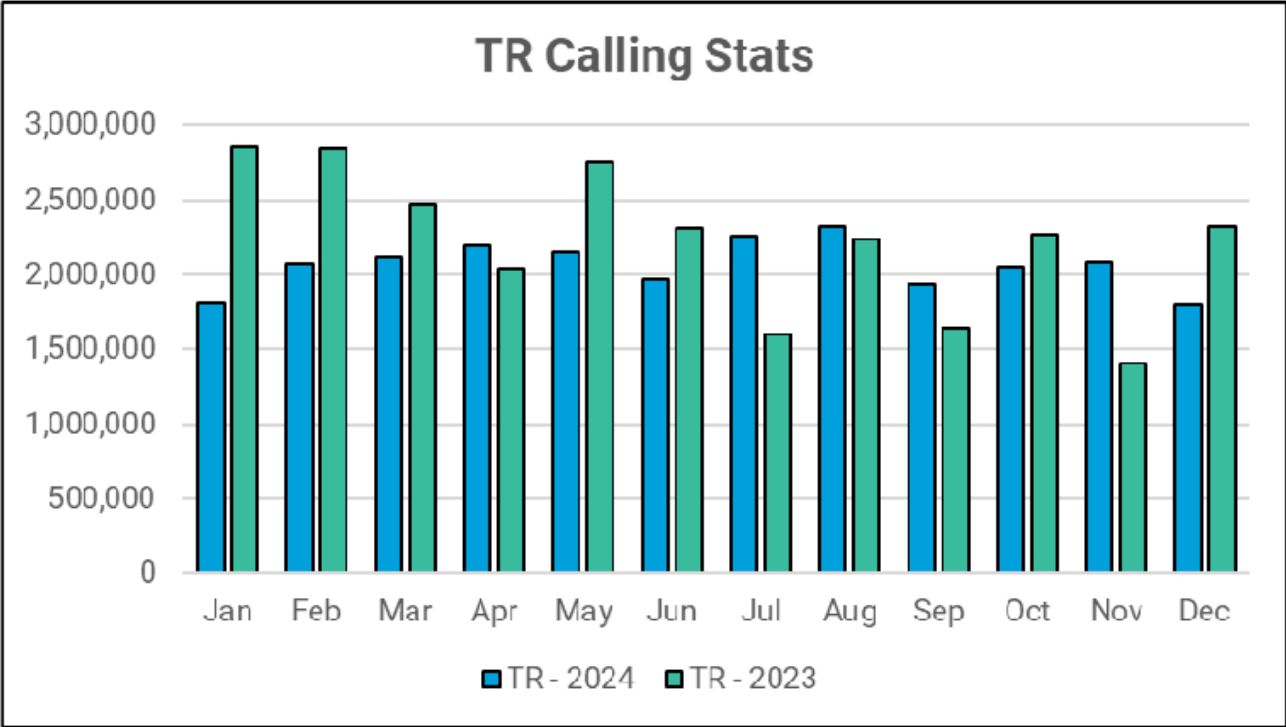
Data Axle's internal call center continues to be a main differentiator from our competition. Our call center continues to make approximately 26M phone calls per year. This element of human verification enables us to acquire self-reported business information daily.

Due to our expertise and flexibility, we can have dozens of different calling campaigns in production at the same time to collect different data points on segments of our data based on internal initiatives and customer needs. Outbound calls are dispositioned by our dialer and by agents.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2024	1,810,372	2,070,813	2,114,492	2,199,234	2,149,970	1,970,574	2,259,333	2,325,470	1,940,182	2,055,939	2,086,169	1,793,902	24,776,450
2023	2,855,534	2,837,849	2,472,640	2,043,024	2,758,471	2,318,066	1,597,419	2,236,933	1,648,530	2,264,944	1,408,689	2,325,246	26,767,345

Attribute Changes – Verified Businesses

Every month, we see changes in our business database. These transactions are an aggregation of human verification, source application, model reassignments, content feedback enhancements, client updates, and postal processing.

US Business - Verified Only												
Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Company Name changes	95,561	81,643	97,793	117,904	79,248	200,522	119,416	106,029	206,741	108,123	74,621	68,123	1,355,724
Address changes	83,782	153,134	81,347	128,950	75,244	94,211	137,021	104,166	170,293	81,618	62,858	63,497	1,236,121
Primary Contact changes	70,702	64,846	97,026	91,045	191,317	192,535	214,856	831,618	87,774	236,858	128,666	70,405	2,277,648
Phone changes	57,650	53,696	60,080	86,181	59,694	63,456	90,756	132,543	204,289	59,121	56,369	71,011	994,846
Employee Size changes	13,978	14,778	13,182	11,162	11,449	8,582	9,668	43,343	60,115	12,079	9,017	7,695	215,048
URL changes	229,265	204,348	371,434	411,284	480,890	235,280	181,394	230,136	187,748	146,134	161,089	124,102	2,963,104
Primary SIC changes	82,063	75,500	246,545	112,968	67,797	70,406	122,081	162,655	166,220	100,721	97,696	66,922	1,371,574
Secondary SIC changes	27,935	30,905	34,169	31,489	28,188	38,701	27,376	226,937	39,134	28,755	21,332	24,053	558,974
Linkage changes	30,214	23,150	16,303	49,957	14,394	14,681	32,269	16,839	17,190	21,162	12,073	16,580	264,812
Total	691,150	702,000	1,017,879	1,040,940	1,008,221	918,374	934,837	1,854,266	1,139,504	794,571	623,721	512,388	11,237,851

CA Business - Verified Only												
Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Company Name changes	3,386	2,435	2,032	1,530	2,759	1,478	2,110	8,164	6,406	2,191	1,699	1,591	35,781
Address changes	3,324	2,018	2,524	2,315	3,178	1,379	2,068	3,606	2,216	201,730	1,971	3,626	229,955
Primary Contact changes	2,512	1,560	3,051	1,196	4,939	10,712	4,906	17,659	982	3,218	1,538	1,330	53,603
Phone changes	951	659	738	811	663	609	1,022	718	822	780	859	830	9,462
Employee Size changes	1,783	950	2,208	988	2,082	495	954	3,425	845	1,229	934	557	16,450
URL changes	16,247	12,329	11,634	9,393	9,764	10,536	9,498	6,677	7,100	7,385	8,940	8,372	117,875
Primary SIC changes	2,084	1,890	9,643	2,055	1,977	1,085	2,352	4,192	1,937	2,203	1,683	3,030	34,131
Secondary SIC changes	515	1,166	1,280	555	1,089	1,335	516	1,744	567	1,016	520	483	10,786
Linkage changes	1,516	934	468	463	2,282	513	649	497	491	1,068	455	1,076	10,412
Total	32,318	23,941	33,578	19,306	28,733	28,142	24,075	46,682	21,366	220,820	18,599	20,895	518,455

Consumer Data Updates

Data Axle's 2024 Year in Review

Consumer Data Accomplishments

Consumer Privacy Legislation – Data Removal

Removed data from consumer records in TX, FL, OR, MT NJ, NH, DE and NE to ensure compliance with newly passed privacy legislations. Data Axle continues to remove information from the following fields: Vendor Ethnicity, Vendor Ethnic Group, Vendor Religion, Vendor Language, Country of Origin, and Vendor Assimilation Code.

Increased Coverage of Individuals

Increased consumer household and individual records by leveraging wireless phone and Dates of Birth sourced data to reactivate previously inactive records.

- Increased coverage for new individual and household records (primary focus on 18- to 34-year-olds)
- Populate day/month/year for records with missing data
- Upgrade known month/year or year only data with day/month/year

Increased Coverage:
- Individual coverage expanded by 24.9% to 322M individuals.
- Household coverage grew by 26.9% to 194M households.

Enhanced Demographics:
- Individuals aged 18–34 increased by 34%, now totaling 77M.
- Date of Birth (day/month/year) data improved by 45.5%.

Data Axle's 2024 Year in Review

Consumer Data Accomplishments

Launched 4 Rebuilt Core Consumer Models

The new models were rebuilt using cutting-edge machine learning techniques and the latest data. We will see both increases to accuracy and closer alignment with the 2020 Census.

Models launched include:
- Owner/Renter
- Education
- Credit Card Revolver
- Marital Status

Updated Property Year Built with 2020 Census Data

Outdated data for neighborhoods developed after 2010 was replaced with the latest 2020 Census data, ensuring more accurate and up-to-date information.

Updated U.S. Census Data

2020 Census demographic data (over 280 fields) was updated in internal platforms.

Data Axle's 2024 Year in Review

Consumer Data Accomplishments

Added Consumer Transactional Data

Consumer Transaction data was added in April 2024, consisting of individuals' and households' recent purchases across products, brands, entertainment, preferences, and services. Consumer transaction data is refreshed monthly, and segments have several identifiers including recency, transactional, behavioral and modeled.

Data Selections
- 28 Categories
- 259 Sub-Categories
- 3,189 Segments

Data Coverage
- 166MM Households
- 223MM Individuals

Added 12 New Political Partisan Modeled Segments

Built using a voter history data source and available in our consumer database. Models are different than our other Interest and Lifestyle political models as they focus on partisanship, not belief.

- Loyal Democrat
- Stable Democrat
- On-the-Fence Democrat
- Likely Democrat
- Potential Democrat
- Independent
- Loyal Republican

- Stable Republican
- On-the-Fence Republican
- Likely Republican
- Potential Republican
- Potential Independent

Consumer Data Roadmap
Q1, Q2, and Beyond

Increase Coverage of Individuals

Q1 Projects
- Evaluate 2 new email providers to increase deliverable coverage
- Evaluate 2 new data providers to increase coverage of individuals

Q2 and Beyond
- Integrate new sources from Q1
- Integrate additional key consumer email sources to increase coverage of individuals and deliverable emails

Data Compliance & Quality

Q1 Projects
- Receive detailed quarterly accuracy against cooperative benchmarks for consumer attributes
- Evaluate viability of consumer transactional propensity-based attributes

Q2 and Beyond
- Compliance with MN, TN, and VT privacy legislation
- Ability to downgrade consumers that have relocated with non-NCOA move sources

## Increase Coverage & Accuracy of Modeled Attributes

Q1 Projects
- Beta test consumer models: Income, Wealth, Purchasing Power Index (PPI)and Home Value **(Delayed to March 2025)**
- Beta test rebuilt Age of Head of Household and Socio-Economic Status Indicator (SESI) models

Q2 and Beyond
- Launch six rebuilt consumer models: Income, Wealth, Purchasing Power Index (PPI), Home Value, SESI, and Age of Head of Household
- Build, QA, and launch Individual level Education model
- Evaluate life event data source: Engaged, Newly Married, Expecting, New Baby

# Consumer Data – Top Attribute Fill Rates
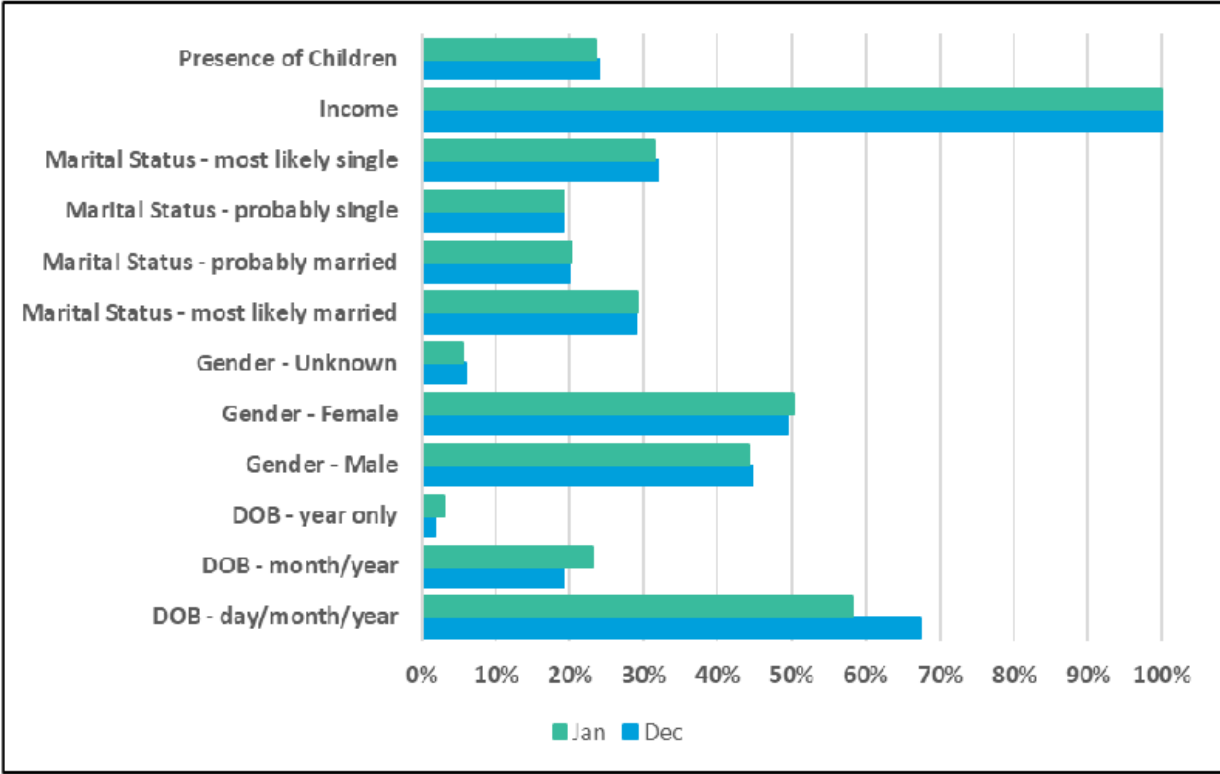
Marital Status	Most Likely Married	Probably Married	Probably Single	Most Likely Single	Total
	29%	20%	19%	32%	100%
Gender	Male	Female	Unknown	Total	
	43%	50%	6%	100%	
DOB	DDMMYY	MMYY	YY	Total	
	73%	12%	2%	87%	

A new DOB source in February produced significant enhancements in DOB - month/year and DOB - year only attributes to DOB - day/month/year. DOB – "day/month/year" field shifted upwards 10% since January. In turn, "year only" decreased 1.2% and month/year decreased 4.5% respectively.

Marital Status percentages will shift in October due to updated model integration.

Consumer Data – Email Counts
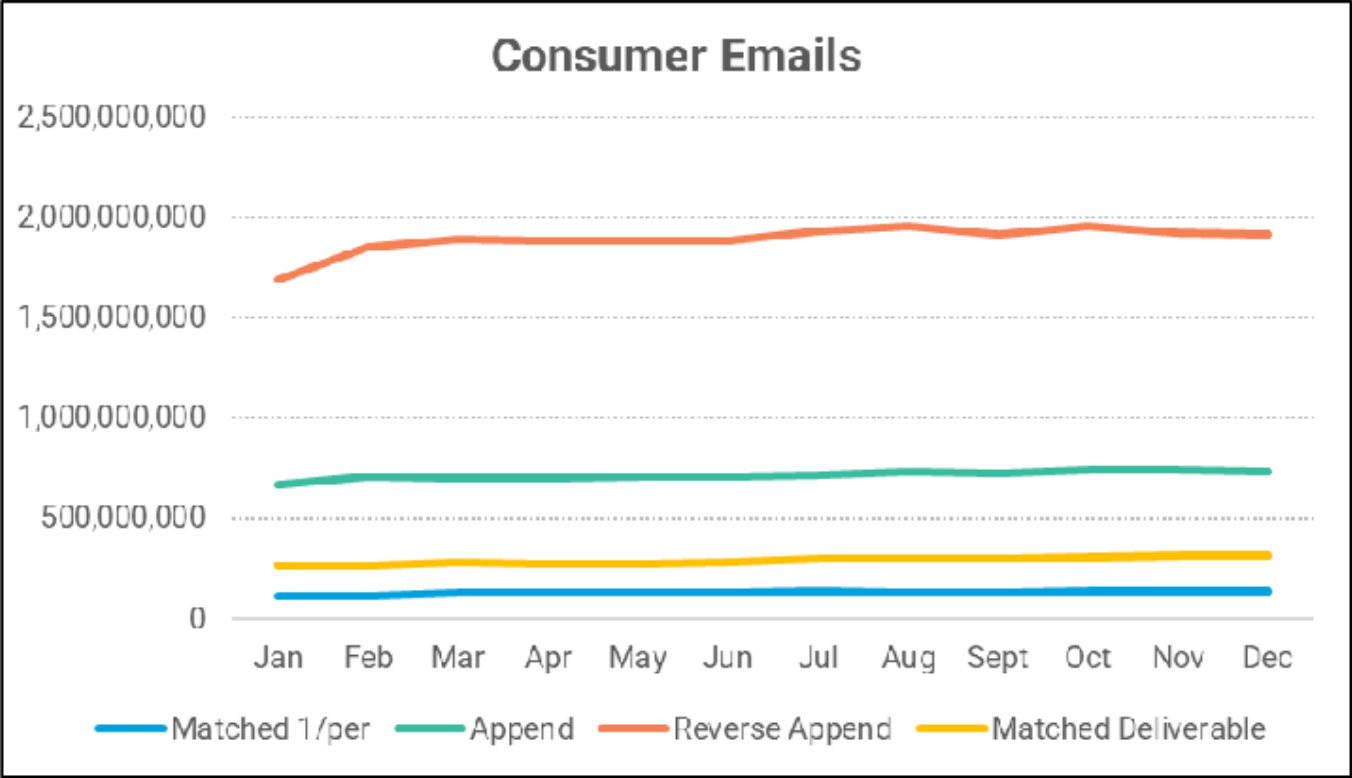
Consumer Emails

Matched 1/per — Number of individuals in the consumer database with an email address (GST applied) — most actionable email returned

Append — A client name and address are matched to return a Data Axle email address — we host variations of contact name and address to help with matching

Reverse Append — A client email is matched to return a Data Axle name and address — our master file includes all emails regardless of status
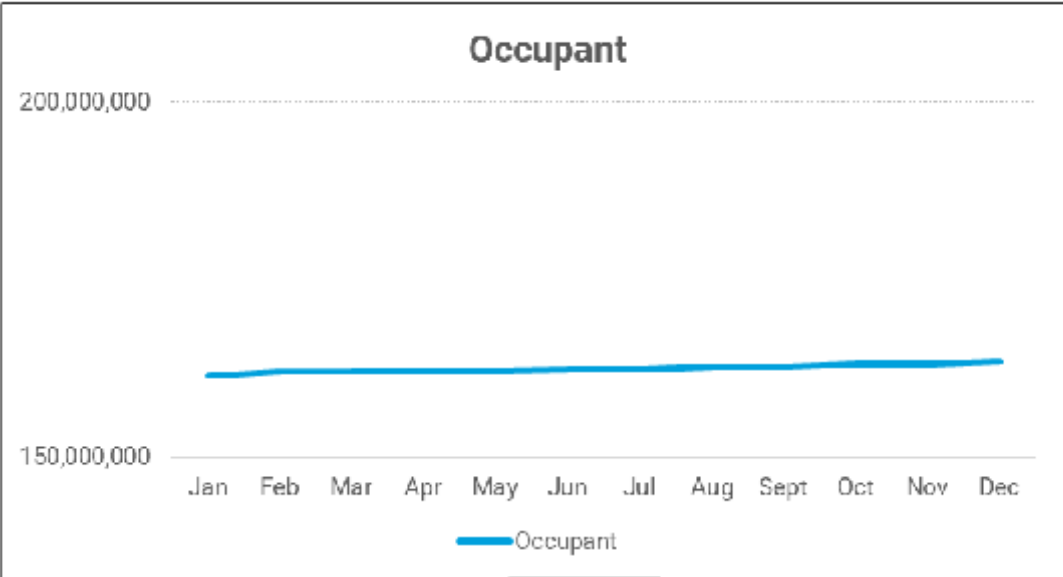
Matched Deliverable – Emails matched to an individual and determined to be deliverable after hygiene validations

	Matched 1/per	Append	Reverse Append	Matched Deliverable
Current Count - Dec	142,911,817	736,958,644	1,918,431,850	315,023,251
Variance from - Nov	94,101	-1,901,169	-7,913,344	-277,534

# Additional Data Assets & Platforms

Occupant & Occupation Counts

Occupant

	Occupant
Current Count - Dec	163,441,429
Variance from - Nov	0

The Occupant database contains every deliverable address but does not contain consumer names.

- Can be used for mass mailing, neighborhood mailing, saturation mailing, & bulk mailing that qualifies for postal discounts.

- Database is rebuilt every two months.
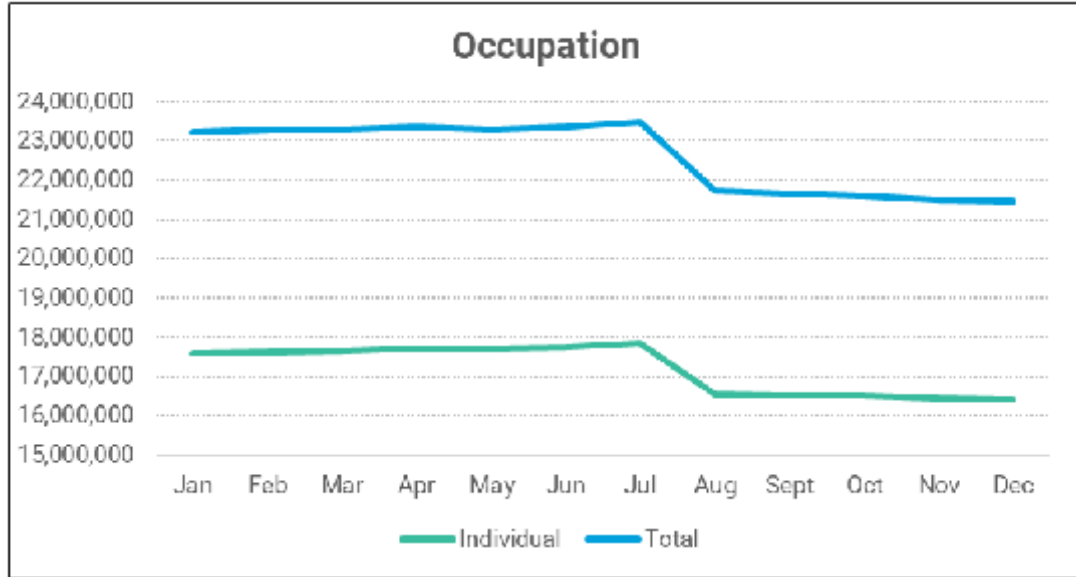
Occupation

	Individual	Total
Current Count - Dec	16,431,206	21,488,399
Variance from - Nov	-65,503	-109,936

The Occupation database is a collection of occupational licenses and the individuals who have earned them.

- Data comes from public sources representing a mix of business and residential addresses.

- An individual can have more than one professional license and can hold licenses in multiple states.

Data Axle's 2024 Year in Review

Data Axle Platform Data Accomplishments

Enhanced Record List Feature

Allows users to upload lists of IGIDs to track specific records, visualize targeted lists directly within the Platform UI, and isolate and monitor changes to targeted record lists.

Canadian Address Standardization

To improve quality, Data Axle introduced a new process for validating Canadian business addresses using address hygiene software. Integrating this process in the Platform ensures Canadian business addresses are aligned with Canada's postal standards.

New Attribute for Business Fulfillment Status

New "In_Business_Previous_Status" attribute allows users to identify the prior business status whenever a change occurs, providing a clear view of status transitions.

Introduced New Attributes

New attributes, TikTok URL and In Business Previous Status, were added to the Platform.

Data Deliveries

Data Deliveries now include fill rate file for all deliveries and an optional IGID file.

Thank You!

First Name Last Name

Title, Government
Office: (XXX) XXX-XXXX
FirstName.LastName@Data-Axle.com

First Name Last Name

Title, Government
Office: (XXX) XXX-XXXX
FirstName.LastName@Data-Axle.com