Looking Glass

1. Segments are created using the Sahara Categorization system:

INCOME

0-10k	10k-30k	30k-60k	60k-120k	120k-250k	250k-1m	1m+

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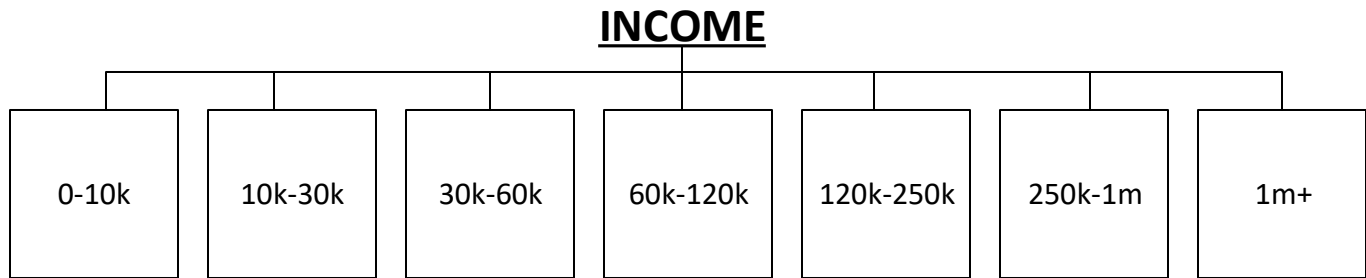
2. CSV files containing segmented email lists are uploaded into each segmentation and processed be background worker. We build profiles for each email using off the shelf services…

.csv → 10k-30k →
- Full Contact
- Pipl
- Twitter
- More…

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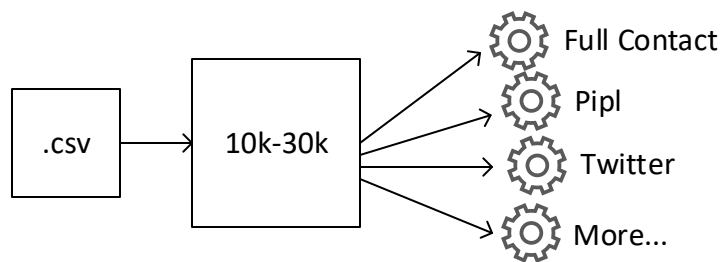
3. Searchable profiles are generated for each subject.
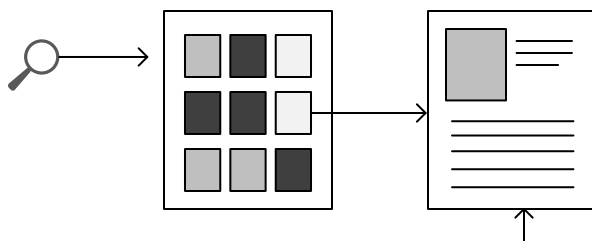
4. Additional analysis occurs using Data Lake Analysis Services…

And is fed back to profiles

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5. Additional segmentations can be created:

LOCATION

West Coast	Central	East Coast

Pacific Northwest	Northern California	Southern California	Idaho	Nevada	…	NY	FL	…