

Firmographics

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# Firmographics

POST

https://api.explorium.ai/v1/businesses/firmographics/enrich

🔑

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Endpoint: **POST** /businesses/firmographics/enrich

## Description

The **Firmographics Enrichment** endpoint provides **essential business details**, such as revenue, company size, industry classification, and other key attributes. This data helps businesses segment markets, refine lead generation, and enhance business intelligence efforts.

Firmographic data is compiled from multiple **verified sources**, ensuring broad coverage and high accuracy. This dataset is particularly valuable for sales intelligence, B2B marketing, risk assessment, and market research.

## How It Works

- **Input:** Provide a `business_id` obtained from the **Match Businesses** API.
- **Processing:** The system retrieves firmographic attributes by cross-referencing multiple datasets.
- **Output:** A structured response with company details such as revenue, industry, size, and global presence.

## Example Request (cURL):

```
cURL

curl --request POST \
      --url https://api.explorium.ai/v1/businesses/firmographics/enrich \
```

```
--header 'accept: application/json' \  
--header 'api_key: your_api_key_here' \  
--header 'content-type: application/json' \  
--data '{  
  "business_id": "a34bacf839b923770b2c360eefa26748"  
}'
```

## Example Response:

JSON

```
{  
  "response_context": {  
    "correlation_id": "ed53d7ebc56145b49e054e1ac4768a88",  
    "request_status": "success",  
    "time_took_in_seconds": 1.207  
  },  
  "data": {  
    "business_id": "a34bacf839b923770b2c360eefa26748",  
    "name": "Microsoft",  
    "business_description": "Every company has a mission. What's ours? To empower  
    "website": "https://microsoft.design/",  
    "country_name": "United States",  
    "region_name": "Washington",  
    "naics": "5112",  
    "naics_description": "Software Publishers",  
    "sic_code": "7371",  
    "sic_code_description": "Custom computer programming services",  
    "ticker": "xnas:msft",  
    "number_of_employees_range": "10001+",  
    "yearly_revenue_range": "1B-10B"  
  }  
}
```

---


## Best Practices

- Ensure you retrieve the **business\_id** using the **Match Businesses** API before making firmographic enrichment requests.
- Leverage firmographic insights to enhance lead scoring and segmentation.
- Cross-reference results with other enrichment APIs (e.g., **Technographics**) for deeper business insights.
- Regularly update queries to ensure the most up-to-date business data is retrieved.

## Firmographics Output Signal

Field Name	Description	Data Type
business_id	Unique identifier for the business	BusinessId
name	Organization's official name	Optional[DataTypes.OrganizationName]
business_description	Short description of the business	Optional[str]
website	URL of the business website	Optional[DataTypes.Url]
country_name	Country where the business is located	Optional[DataTypes.CountryName]
region_name	Region or state where the business operates	Optional[DataTypes.RegionName]
naics	North American Industry Classification System code	Optional[DataTypes.NAICS]
naics_description	Description of the NAICS code	Optional[str]
sic_code	Standard Industrial Classification (SIC) code	Optional[DataTypes.SIC]
sic_code_description	Description of the SIC code	Optional[str]

Field Name	Description	Data Type
ticker	Ticker symbol for publicly traded companies	Optional[DataTypes.TickerSymbol]
number_of_employees_range	Estimated employee count range	Optional[NumberOfEmployeesRange]
yearly_revenue_range	Estimated yearly revenue range	Optional[RevenueRange]
linkedin_industry_category	Industry category according to LinkedIn	Optional[str]
linkedin_profile	URL of the LinkedIn profile for the business	Optional[DataTypes.Url]

 For additional enrichment options, explore related API endpoints below.

BODY PARAMS

request\_context object

REQUEST CONTEXT OBJECT +

parameters object

PARAMETERS OBJECT +

business\_id string required

e921d7dce42fbck

RESPONSES

200

Successful Response

>

☐ 422

Validation Error



## LANGUAGE



Shell



Node



Ruby

php

PHP



Python



## CREDENTIALS

Header ▾

5808751b-4634-4b0b-89d0-23a910237bf7



## REQUEST

EXAMPLES ▾

```
$ python -m pip install requests

1 import requests
2
3 url = "https://api.explorium.ai/v1/businesses/firmographics/enrich"
4
5 payload = { "business_id": "e921d7dce42fbc84bb2110d925ad778" }
6 headers = {
7     "accept": "application/json",
8     "content-type": "application/json",
9     "api_key": "5808751b-4634-4b0b-89d0-23a910237bf7"
10 }
11
12 response = requests.post(url, json=payload, headers=headers)
13
14 print(response.text)
```

Try It!

## RESPONSE

EXAMPLES ▾

Click **Try It!** to start a request and see the response here! Or choose an example:

application/json



☐ 200 ☐ 422

 Updated about 11 hours ago

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[← Businesses Enrichments](#)

[Technographics →](#)

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