



Firmographics

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

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TIME	STATUS	USER AGENT			
Make a request to see history.					
0 Requests T	his Month				

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 \
```

Q

```
--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+",
    "vearly 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.

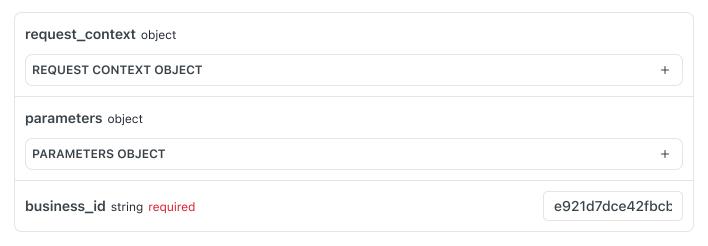
Firmographics Output Signal

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



RESPONSES

O 200
Successful Response

O 422
Validation Error

LANGUAGE



"api key": "5808751b-4634-4b0b-89d0-23a910237bf7"

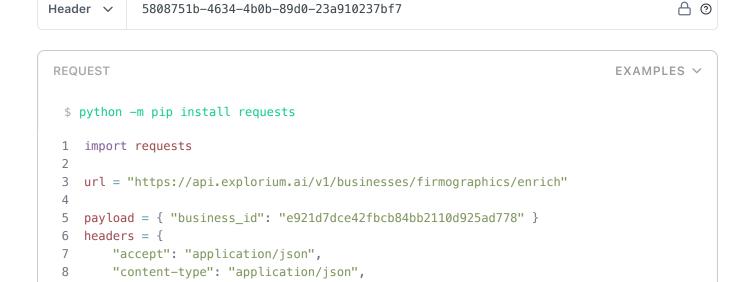
response = requests.post(url, json=payload, headers=headers)

CREDENTIALS

9 10 }

1112

13 14



Try It!

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

application/json
200 422

print(response.text)

Dupdated about 11 hours ago

← Businesses Enrichments

Technographics \rightarrow