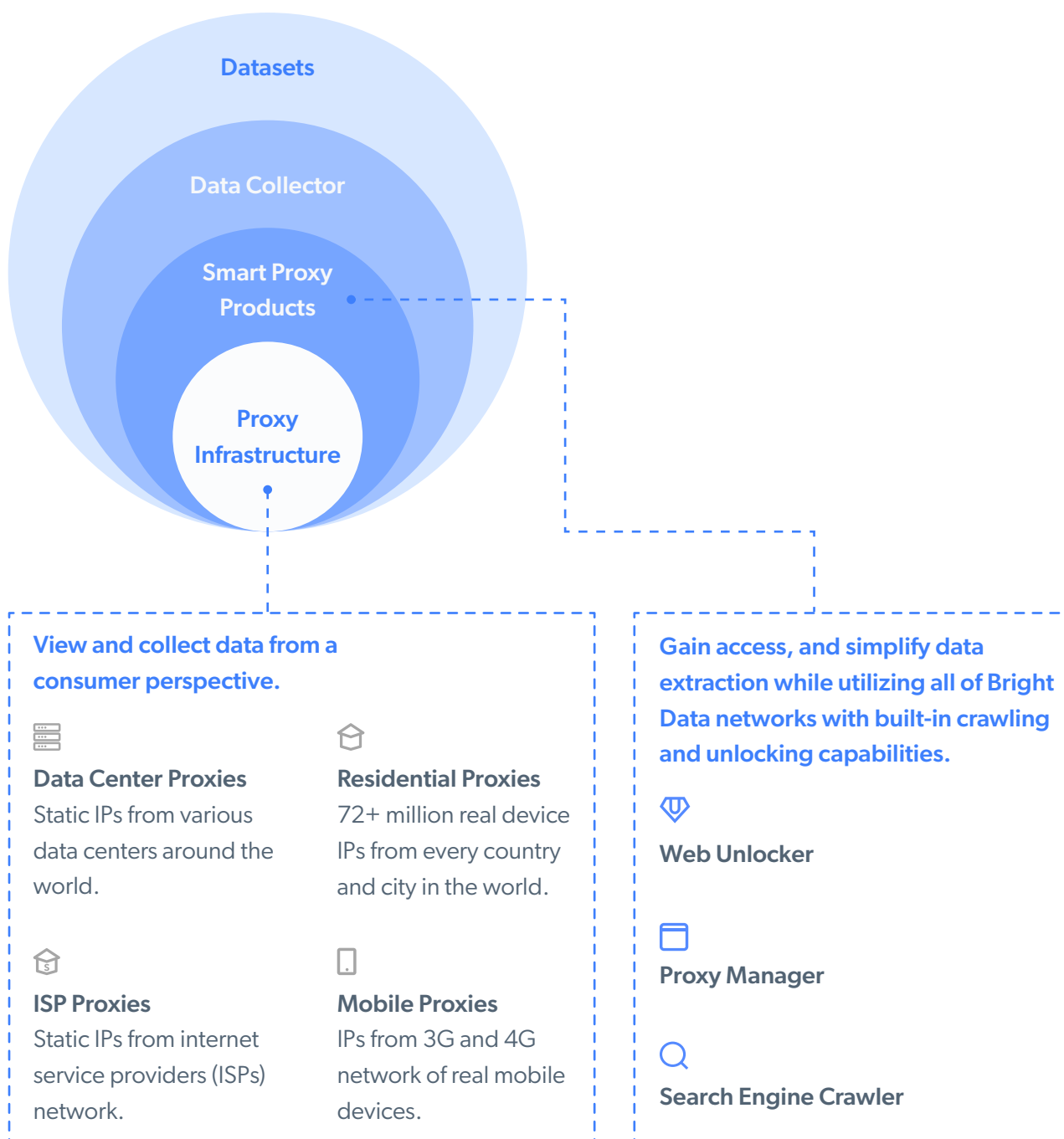


Bright Data's Solutions Diagram

Bright Data's products can be divided into 4 main categories:

1. Proxy Infrastructure (contains 4 Proxy types)
2. Smart Proxy Products (contains 3 products)
3. Data Collector
4. Datasets



Datasets

In a nutshell

Pre-collected datasets that cover a wide range of data points across entire websites.

Value

With this panoramic snapshot of an entire platform, you can identify and analyze trends, find companies, people, and social media influencers, optimize your E-commerce activity, or obtain data for your machine learning algorithms. This solution is suitable for customers who need an immediate huge bulk of mostly static data that they can analyze and derive insights from. We collect the data ourselves based on a customer's request or common market trends.

Key features

- Immediately available
- Large number of data points
- Good for more "static" data
- Covers entire platforms
- Delivered in various formats: JSON, CSV, Excel
- the customer can: purchase complete Datasets, customize subsets from existing datasets, or request we create a new Dataset

Use case example

A brand company wants to use social media influencers to promote their products. They can use a Dataset collected from one of the largest social media platforms and filter the data until they reach the profiles they need.



Data Collector

In a nutshell

Collect accurate data from any website, at any scale, and have it delivered to you on autopilot, in the format of your choice. Customers using this product can immediately use our ready-made collectors to some of the web's most popular websites or create their own unique collector.

Value

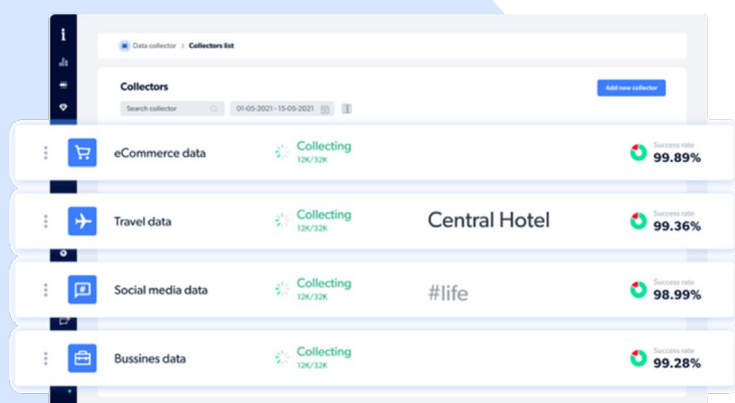
The Data Collector lets its users collect mass-scaled data in real-time. The collection process is fully automated, which saves the customer valuable resources. Customers can collect data from essentially any website and receive the results in a structured manner.

Key features

- Easy to use
- Different delivery methods
- Different delivery formats
- Fast
- Reliable
- Can handle large amounts of data
- Ready made collectors or customized
- Adapts automatically to site changes & blocks
- Saves the customer time and money

Use case example

A company in the talent acquisition business needs to stay constantly updated with open positions posted in different sites to aggregate a competitive job board. They use the Data Collector to automatically gather the relevant data for them (from the websites of their choice) without investing resources in the collection process.



Web Unlocker

In a nutshell

Web Unlocker is a powerful tool which lets its users reach the toughest target sites with unprecedented success rates. This product is suitable for customers who want to automate their proxy management, yet maintain control of their data collection operation.

Value

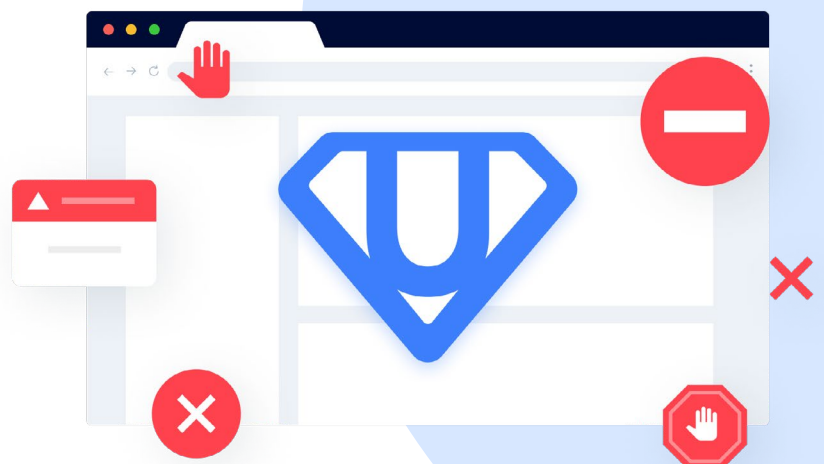
Web Unlocker's main value is its capability to get through the toughest site blockades. It uses machine learning technology to elevate performance with each request. With Web Unlocker the user simply sends a request and gets the most accurate data available, while the unlocking process is done behind the scenes.

Key features

- Access to the most hard-to-unlock sites
- ML technology
- High success rate
- Content verification
- Fingerprint imitation
- No need for coding knowledge

Use case example

A brand company who wants to protect its intellectual assets (name, logo, images, etc.) needs to access different sites around the world. These sites may try to lock their information so a unique technology is needed to access the data.



Search Engine Crawler

In a nutshell

Get real user search results, for any keyword, on every search engine. The Search Engine Crawler is a tool specially designed to collect data from search engines.

Value

It imitates real user using real devices and allows to get a full, global understanding of any keyword results on any major search engine. Types of data that can be collected include: Websites, images, shopping, maps, videos and hotel data.

Key features

- Works with all major search engines
- Laser-focused geo-targeting
- Imitates real users with real devices
- Can be customised
- Extremely quick (under 3 seconds)

Use case example

A restaurant chain with branches all over the world wants to know their ranking on Google at each location at all times. They can collect data by searching their own name/ any food type/ competitors/ etc. This data will allow them to gain the insights they need to better their performance on Google for the desired locations.



Proxy Manager

In a nutshell

Proxy Manager is an advanced tool which lets its users manage all their proxies using one interface.

Value

The Proxy Manager offers its users customizability and visibility. It allows for cost reduction by selecting which data points the user is interested in, and lets the user easily monitor and address any issues that may arise from the proxy use. It helps speed-up development time with built-in scraping features.

Key features

- Waterfall routing
- Reduces BW costs
- Detailed requests log
- Automated failed request
- Retries

Use case example

A company operating multiple IPs for different uses, can keep track of their activity and improve their performance by using the Proxy Manager.



Verticals

In order to offer our customers the best solution for them, we use this segmentation of verticals (mostly industries and types of services). Each vertical contains a number of use cases.

01

Ad Tech

08

Real Estate

02

Data as a Service

09

Retail

03

Finance

10

Cyber Security

04

Intellectual Property

11

Travel

05

Marketing

12

Talent Sourcing

06

Product Releases

13

Web Data Extraction

07

Testing

Ad Tech

Use cases

Solution(s)

| | | |
|----------------|---------------------------------------------------------------------------|------------------------------|
| Ad competitors | Companies (in all industries) check their competitor's ads across the web | Proxy Network (geo-location) |
|----------------|---------------------------------------------------------------------------|------------------------------|

| | | |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Ad compliance, verification, and monitoring | Companies (in all industries) check their own ads across the web, making sure they are displayed as desired and that the links don't contain malware | Proxy Network (geo-location) |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|

Data as a Service (DaaS)

Use cases

Solution(s)

| | | |
|-----------------|-------------------------------------------------------------------------------|---------------------------------------------------|
| Market research | Companies who perform market research (in all industries) for their customers | Proxy Network, Data Collector, Datasets, Unlocker |
|-----------------|-------------------------------------------------------------------------------|---------------------------------------------------|

| | | |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Business data | Collecting data about a specific organization for internal use, or to sell to other businesses that can use it for sales, marketing or risk management | Proxy Network, Data Collector, Datasets, Unlocker |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|

| | | |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Sales intelligence | Platforms or services gather information about companies or markets and sell it to sales or marketing teams for lead generation or sales insights purposes | Proxy Network, Data Collector, Datasets, Unlocker |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|

| | | |
|-------------|------------------------------------------------------------------------------------------|---------------------------------------------------|
| People data | Collecting publicly-available data about a specific individual, mostly from social media | Proxy Network, Data Collector, Datasets, Unlocker |
|-------------|------------------------------------------------------------------------------------------|---------------------------------------------------|

Finance

Use cases

Solution(s)

| | | |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Alternative data | Financial organizations (investment firms, banks, etc.) collect data of all kinds about a specific organization in order to validate an investment. The data is NOT created by the organization itself | Data Collector, Datasets |
| Insurance | Insurance companies collecting data in order to estimate levels of risk | Proxy Network, Data Collector, Datasets, Unlocker |

Intellectual Property

Use cases

Solution(s)

| | | |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Brand protection | Companies constantly monitor the appearance of a certain brand online (name, logo, images, etc.) and make sure that it is presented in the correct way and that no intellectual property theft is being done | Proxy Network, Data Collector, Datasets, Unlocker |
| Copyright Infringement | Search online for unlawful usage of intellectual property and trademarks | Proxy Network, Unblocker, SERP |

Marketing

Use cases

Solution(s)

Account management - social networks

Managing a large amount of accounts on social media by a single user

Proxy Network

Search Engine Optimization

Companies monitor the status of their (or their customer's) products on all major search engines

SERP

Product Release

Use case

Solution(s)

Tickets/ goods release

Managing multiple accounts in order to make purchases of tickets and goods that increase in value over time

Proxy Network

Testing

Use cases

Solution(s)

Website testing: UI/ Performance

Companies monitoring their online entities from different locations

Proxy Network

Overload testing

Websites testing their user capacity at peak moments to avoid overload

Proxy Network

Real Estate

Use case

Solution(s)

| | | |
|---------------|----------------------------------------------------------------------------------------|---------------------------------------------------|
| Listings data | Real Estate companies collecting any information that can help them evaluate a listing | Proxy Network, Data Collector, Datasets, Unlocker |
|---------------|----------------------------------------------------------------------------------------|---------------------------------------------------|

Retail

Use cases

Solution(s)

| | | |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| Account management - eCommerce | Managing accounts on large E-commerce sites | Proxy Network |
| Retail backend | Online E-commerce platforms provide product display optimization, online retail insights, ranking insights, competitive insights, and competitive retail price comparison as a service | Proxy Network, Data Collector, Datasets, Unlocker, SERP |
| Retail frontend | B2C sites displaying prices aggregated from other eCommerce sites | Proxy Network, Data Collector, Datasets, Unlocker |
| Bet | Betting sites scanning their competitors for accurate odds | Proxy Network, Unblocker |

Cyber Security

Use case

Solution(s)

| | | |
|----------------|----------------------------------------------------------------|---------------|
| Cyber Security | Cyber companies using different types of IPs to detect threats | Proxy Network |
|----------------|----------------------------------------------------------------|---------------|

Travel

Use cases

Solution(s)

| | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Travel backend | Companies across industries collecting data related to travel industry for either internal use or to sell to other companies | Proxy Network, Data Collector, Datasets, SERP |
| Travel frontend | B2C travel companies collecting travel data and presenting it to clients | Proxy Network, Data Collector, Datasets |

Talent sourcing

Use case

Solution(s)

| | | |
|------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Job boards | Companies collecting data from social media, career pages, etc., to build aggregated job boards | Proxy Network, Data Collector, Datasets, Unlocker |
|------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------|

Web data extraction

Use case

Solution(s)

| | | |
|--------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Web scraping | Scraping all types of data for customers, from eCommerce sites to social media platforms, and more. | Proxy Network, Data Collector, Datasets, Unlocker |
|--------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------|