# Title: Benchmark Schema

#### Tentative list of APIs to be compared

* Crunchbase
  + API Key valid till Jan 28th for Trial
  + Contact : [shamus@crunchbase.com](mailto:shamus@crunchbase.com)
* Full Contact (via Belize)
  + Details could be extracted from Belize
  + Updated once in 2 months
  + Belize also has an older dump acquired from LinkedIn and thus may provide responses for domains and companies that FullContact cannot.
* ClearBit
  + Provides more info than Full Contact
  + Need to acquire API Key

#### Working with Generic email IDs

* If Enrichment API failed to extract company, alternatives are :
  + If Twitter Handle is available
    - Lookup Full Contact with Twitter Handle
    - Use Twitter's API to Parse tweets for any highly retweeted pages/handles
  + If Facebook Handle is available
    - Use Facebook's Graph API to get person's occupation/education details
    - Lookup Full Contact with Facebook Handle/URL
  + If LinkedIn Handle is available
    - Use LinkedIn API to get person's current company and lookup company with Enrichment API
  + [Lookup LinkedIn handle using email ID](https://developer.linkedin.com/docs/guide/v2/people/handle-lookup#get)

#### Parameters to be extracted and compared

In order to compare different APIs providing similar information (for lead enrichment), the following parameters will be checked for a small subset of domains/email addresses spanning different regions and valuations.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Parameter | Person | Company | Comments |
| Social | Twitter - Handle | 1 | 1 |  |
| Twitter - No. of Followers | 1 | 1 | If handle is available, Twitter's API could be used to extract more details more details about the Handle. |
| Twitter - Location | 0 | 1 |
| Facebook - Handle | 0 | 1 |  |
| Facebook - No. of Likes | 0 | 1 | Twitter followers may be sufficient. |
| LinkedIn - Handle/URL | 1 | 1 |  |
| LinkedIn - Experience at company | 1 | 0 | How long has the person been at the company ? |
| Location | City + Country | 1 | 1 | It is possible that the API might provide the location of registration and not the HQ. For example, Freshworks : Chennai or San Bruno ? |
| Timezone (optional) | 1 | 1 |
| Basic Info | Logo/Display Picture | 1 | 1 |  |
| (Legal) Name | 1 | 1 |  |
| Bio/Description | 1 | 1 |  |
| Employment | Seniority | 1 | 0 | Leadership/Low-level Employee |
| Role/Title | 1 | 0 | Could be used to extract seniority |
| Company Info | Estimated ARR | 0 | 1 |  |
| Category | 0 | 1 | Provided by Webshrinker as well |
| Public or Private ? | 0 | 1 |  |
| No. of Employees | 0 | 1 | Response may be bucketed (range) and not a number |
| Year Founded | 0 | 1 |  |
| PR and Recent news | 0 | 1 |  |
| Funding - Net Amount | 0 | 1 |  |
| Funding - Stage | 0 | 1 | Funding round + Days since last funding round |
| Funding - Valuation | 0 | 1 |  |
| Tags or Keywords | 0 | 1 |  |
| Tech | TechStack and APIs | 0 | 1 | BuiltWith ? |
| Domains/Domain Aliases | 0 | 1 | Clearbit provides. Could help with dedupe. |
| Alexa Rank (Web Traffic) | 0 | 1 | Country Rank + Global Rank |