



# Data Axle Platform

## Overview

Data Axle is Infogroup's proprietary, cloud-based, real-time data platform. Using Data Axle, you can improve your business performance by leveraging the freshest, most granular data you need to drive acquisition, retention, cross-sell/up-sell, intelligence and product development.



### Places

U.S. & Canadian businesses compiled from over 4,000 sources with more than 280 firmographic attributes!

- 15 MM verified U.S. businesses
- 1 MM verified Canadian businesses
- 25,000 new businesses added monthly
- 14,000 businesses closed last month
- 69 MM business contacts
- 58 MM business emails



### People

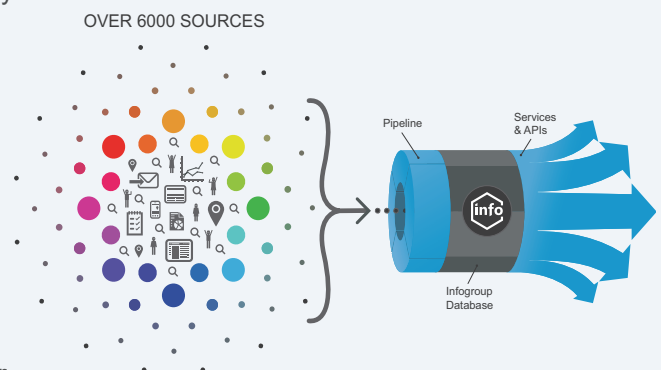
U.S. consumers compiled from over 90 sources with more than 170 demographic attributes!

- 321 MM U.S. individuals
- 188 MM families
- 117 MM homeowners
- 160 MM consumers with interests
- 61 MM consumer emails

### Quality Data & Innovative Technology

Data Axle compiles all Infogroup business, consumer, and specialty data sources into a single cloud-based repository enabling us to deliver richer data types and relationships. Changes are instantly available to users, thereby eliminating the traditional lag time associated with data updates.

Infogroup has spent more than 45 years honing our data practice. We invest more than \$20 million annually and employ over 300 full-time researchers to ensure that our data is as accurate as possible. Our data is so reliable that we're the go-to data provider for top internet search engines and GPS navigation companies in North America to power your everyday web queries and road trips. This same data also helps real people—just like you—exceed their sales goals and increase ROI using Data Axle.



Over 80 of the Fortune 500 Drive Success with Data Axle!

Named a leader out of 12 companies evaluated in [The Forrester Wave™: B2B Marketing Data Providers, Q3 2018.](#)

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# Data Axle Platform

A deeper look into what it can provide

The Data Axle platform provides you with a single repository to access for high quality business, consumer, and specialty data. The Data Axle platform provides direct access to data through your browser, or via our APIs enabling you to explore, download, and automate your data access and usage.

## Platform Features

- Rich UI enables you to view, search, and filter data
- APIs enable you to inject data and perform key processing directly in your own platforms
- Content library provides deep insight through data dictionaries, guides, and other resources
- Data can be purchased by the package for simplicity or customized from hundreds of elements to fit your exact needs
- Free trial for 30 days or 3,000 records!

## Available APIs

- **Search:** Find the top-most relevant matches in real-time using flexible search criteria.
- **Scan:** Find all matches using any field in the database.
- **Insights:** Run analytical queries, on any segment or across the entire database. Run tallies, discover fill rates, and calculate statistics on any field.
- **Match:** Enrich your data by submitting partial information about an entity to receive the best match of attributes determined by our proprietary algorithms.
- **Submission:** Submit change requests to update or add to our business data for review by our human intelligence teams.
- **Changes:** Subscribe to real-time changes across the business database. Target changes to specific firmographics or listen to all transactions within your universe of records.
- **File Delivery:** Automate the detection and download of scheduled file deliveries for daily, weekly, or monthly updates. Retrieve detailed information on file locations, sizes, and time of delivery.

## Platform Benefits

- Automate your delivery of data
- Integrate fresh data directly into your own products and platforms
- Enrich your files on demand
- Analyze large or small segments of our data to find the optimal set of attributes for your business
- Access changes to our data seconds after they are made
- Reduce noise by subscribing to only what changes matters to you
- Foundation for data governance

## Use Cases

Use the platform directly for these core use cases or extend the value of zero latency data by also using the Data Axle SaaS application or pre-built Salesforce Integration.

- Full Database Installs
- Match, Verify & Append
- App Development
- Lead Qualification
- Data Analytics
- Your Use Case

**Start a free trial today!**  
**Explore people and places**  
**for 30 days or 3,000**  
**records.**

Visit [www.data-axle.com](https://www.data-axle.com) for  
more information