Compilation and Verification Methodology

To guarantee highly accurate and actionable data, we leverage a multi-pronged approach involving both cutting-edge Artificial Intelligence (AI) and meticulous manual efforts by our data specialists. This comprehensive data collection and verification process encompasses various key stages:

1. Primary Collection and Sourcing:

- **Multi-source Acquisition**: We employ a combination of AI and human expertise to gather comprehensive primary data, including technology-specific (what technologies the company uses), technographic (types of technologies employed), firmographic (company details), and demographic information.

- **Technology Usage Focus:** To understand a company's specific technology adoption, we delve into various sources like tech association memberships, user communities for specific technologies, tech-focused job boards, technology magazine subscriptions, and discussions within user communities and tech blogs. Additionally, we analyze entitlements, specializations, and skillsets related to technology.

- **Leveraging Public Resources**: Our data gathering extends to publicly available social media platforms and other online portals to glean relevant primary data.

2. Standardization

- **Granular Classification**: The collected data undergoes a meticulous process where it's divided into meaningful data points (attributes). These attributes are then rigorously standardized for key aspects relevant to technology intelligence.

- **Consistent Taxonomy**: To ensure clarity and searchability, all attributes are assigned clear and consistent names and categorized based on their relevance to technology intelligence.

3. Verification and Validation

- **Ensuring Accuracy Through Collaboration**: This stage necessitates seamless collaboration between multiple teams to achieve comprehensive verification of the gathered data.

- **Meticulous Job Title Verification**: To confirm the accuracy of job titles assigned to each subject, we leverage social media platforms alongside company directories for cross-referencing.

- **Corroborating Contact Information**: Contact details (email and phone) undergo rigorous verification processes to ensure their validity.

- **Company Details Validation**: Data pertaining to the companies themselves is meticulously verified, essentially "touching" each entry within the dataset for confirmation.

- **Technographic and Technology Landscape Verification**: A two-pronged approach ensures the accuracy of technographic data and the overall technology landscape for each company.

Manual verification involves contacting companies using a specific product while adhering to a predefined script. For web-based applications, our technographic verification team utilizes a proprietary AI-powered mechanism that primarily focuses on the web-technology stack employed by the company.

4. Segmentation and Segregation:

Tailored Insights Through Strategic Segmentation: Following the rigorous verification process, the data is meticulously segmented based on a comprehensive set of criteria to facilitate the generation of targeted insights. These segmentation criteria encompass:

a. Technology Landscape:

- Technology type used
- Technology subcategory employed
- Specific technology/application names
- Technology stack utilized

b. Company Characteristics:

- Country of operation
- Job titles within the company
- Department structure
- State and city location
- Company size (based on various metrics)
- Industry sector
- Employee size

c. Additional Business Identifiers:

- Zip codes
- SIC codes (Standard Industrial Classification)
- DUNS (Data Universal Numbering System)

This segmentation approach allows for the creation of highly granular groupings within the data, enabling the extraction of insights tailored to specific needs and user queries.

5. Enrichment and Enhancement:

Enriching the Data Landscape: This stage involves strategically augmenting the data file with additional attributes derived from existing data points. These new attributes, referred to as "branch attributes," are generated by leveraging the inherent relationships within the data itself. For instance, the SIC code can be derived from the specific industry classification, while department information can be inferred from job titles. Similarly, technology type and subcategory can be extracted from the technology/application names used.

Furthermore, the data undergoes continuous enrichment by incorporating information on new employees joining or replacing existing ones within the subject companies. This ensures the master file remains current and comprehensive, offering a more robust foundation for analysis.

Ultimately, data enrichment empowers the end user with a wider range of options and facilitates the creation of highly customized reports and insights.

6. Refresh and Frequent Updates:

Maintaining Peak Performance: To guarantee the enduring quality and relevance of our data, we prioritize a rigorous data refresh schedule. Unlike numerous online data platforms that settle for quarterly refreshes, Meta Insyt LLC refreshes and meticulously verifies all data points associated with each subject within a five-week timeframe. This commitment to frequent data updates translates into superior deliverability rates and consistently high-quality data for our valued clients.

We understand a fundamental truth: the efficacy of your sales effort hinges on the quality of the underlying prospect data. Our data refresh strategy empowers you to confidently execute targeted campaigns with the most up-to-date information available.