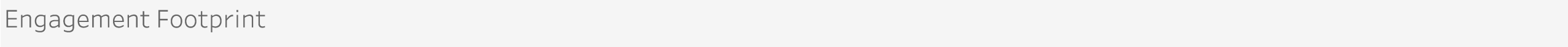




8/1/2025

Data Health Pillars Make Up

Pillar	Percentage
Engagement Footprint	86%
Data Depth	10%
Data Breadth	4%



Category	Registrants
Registrants For Webinars And Events	1,000,000
Open	1,000,000
Known Click Engagement Users	1,000,000
Connected Web Engagement Users	1,000,000
Connected Click Engagement Users	1,000,000
Utm Tracking	1,000,000
Click	1,000,000
Attendees For Webinars And Events	1,000,000
Download	1,000,000
Survey	1,000,000
Rfp	1,000,000
Share	1,000,000
Did Not Attend	1,000,000
Comment	1,000,000
Behaviors - Recipient	1,000,000

Data Depth



5.0%

MoM% Change in Known Users

0.4%

Data Breadth

Firmographics

	Known Users	MoM % Change	Avg. % of all Known Users		Known Users	MoM % Change	Avg. % of all Known Users	
Email	8,709,637	+0.0%	99.89%	Company Name	1818,478	+0.00%	20.87%	
Address Id	8,682,678	+0.0%	99.70%					
First Name	788,638	+0.0%	9.05%					
Last Name	788,638	+0.0%	9.05%					
Country Code	8888,637	+0.0%	10.07%					
City	888,638	+0.0%	1.01%	Title				
Zipcode	888,638	+0.0%	1.01%					
Region Code	788,638	+0.0%	0.90%					
Work Phone	1888,638	+0.0%	2.17%					
Mobile Phone	888,638	+0.0%	1.01%					