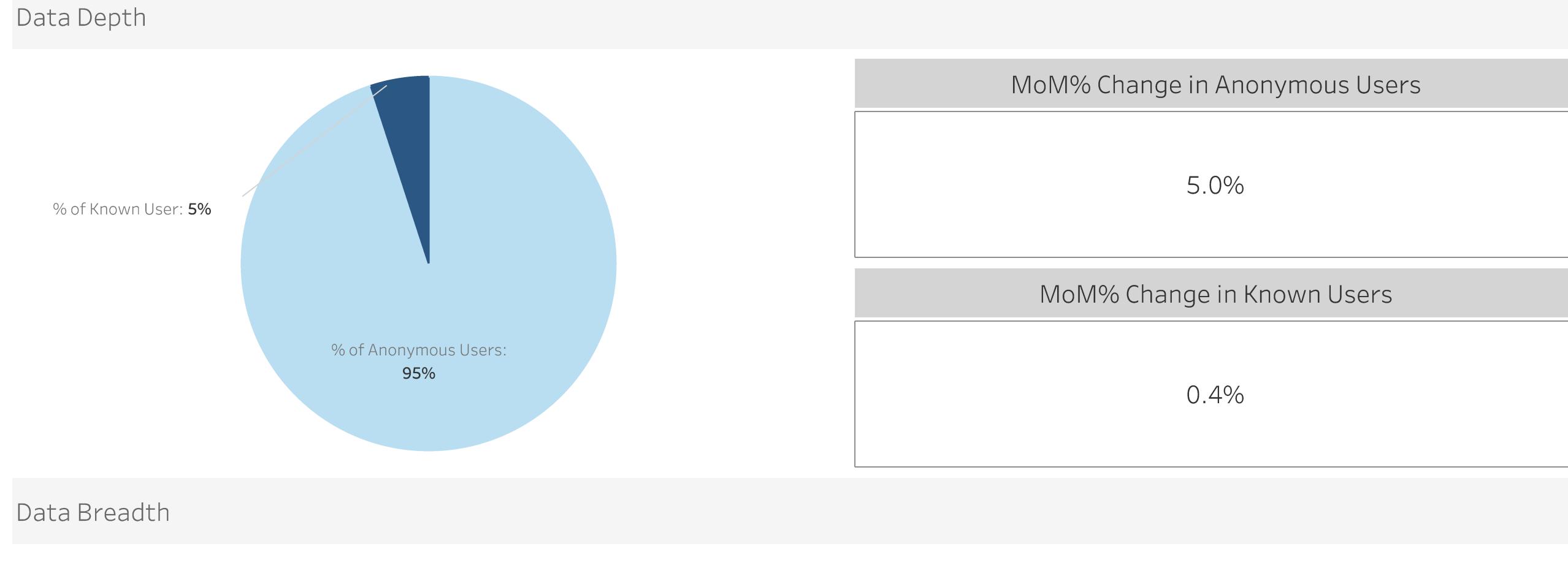
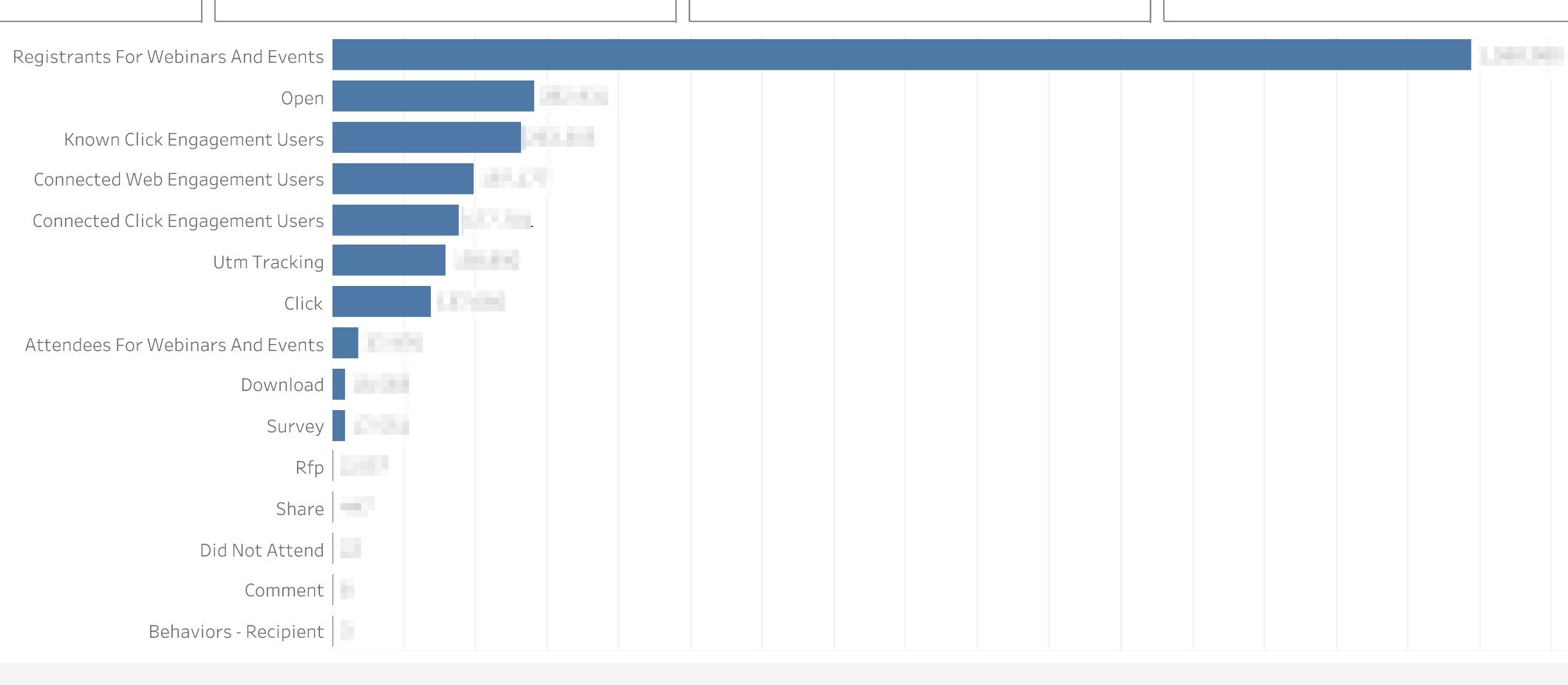
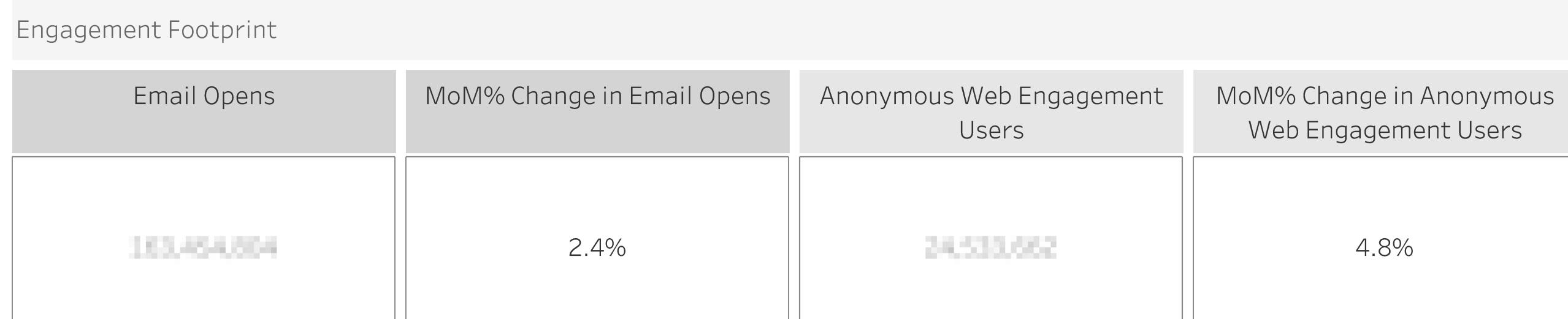
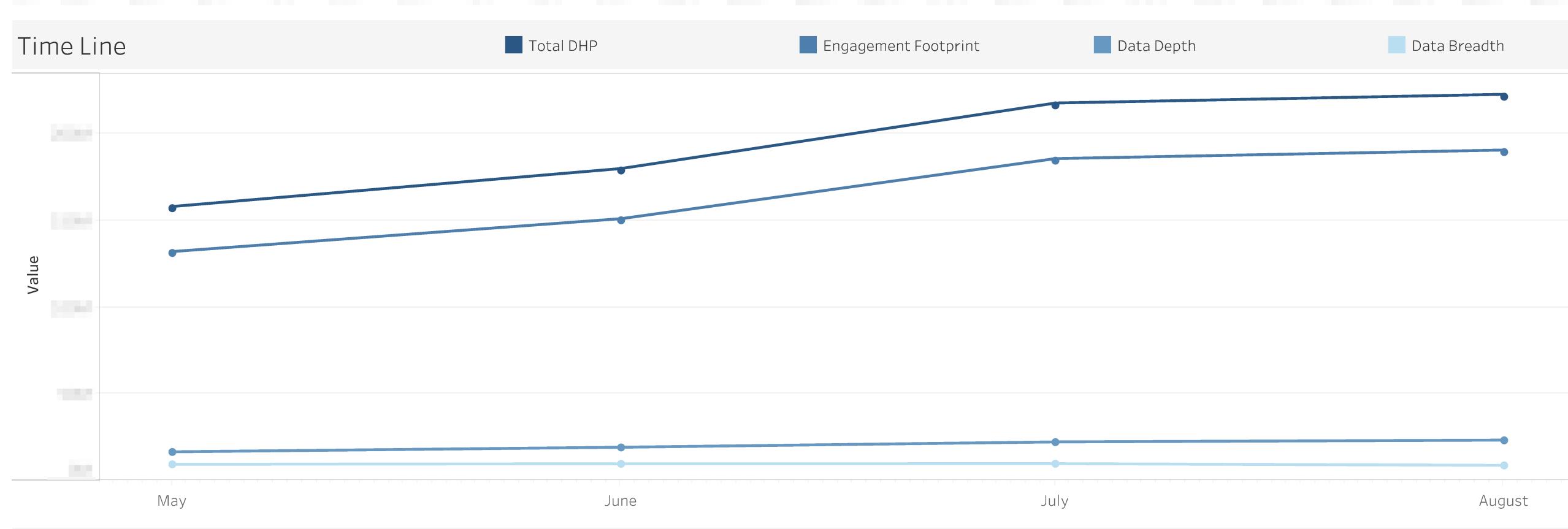
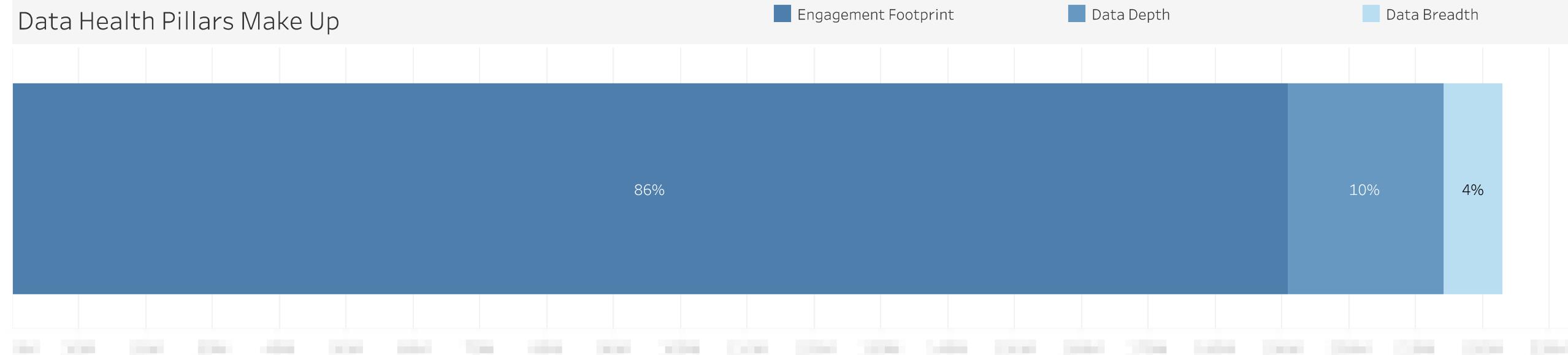
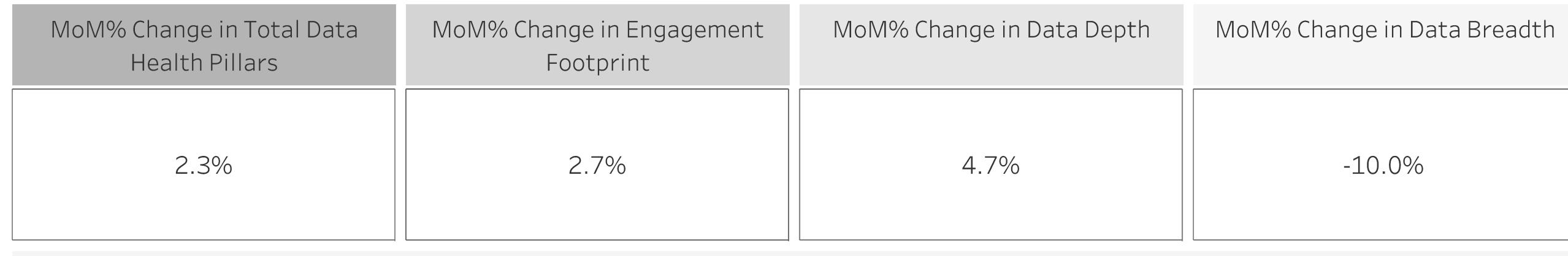
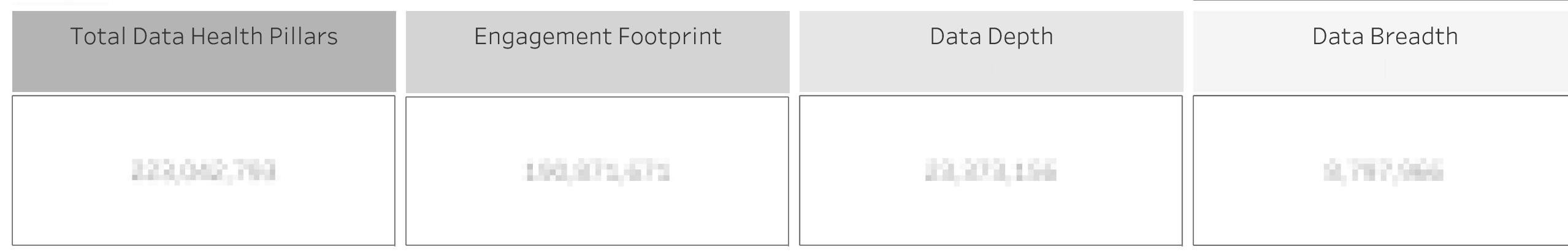


Data Health Pillars Report



Date Through

8/1/2025



Data Breadth

Demographics	Firmographics				
Known Users	MoM % Change	Avg. % of all Known Users	Known Users	MoM % Change	Avg. % of all Known Users
Email	123,042,793	2.3%	18,274,154	5.0%	4.7%
Address Id	123,042,793	2.3%	18,274,154	5.0%	4.7%
First Name	123,042,793	2.3%	18,274,154	5.0%	4.7%
Last Name	123,042,793	2.3%	18,274,154	5.0%	4.7%
Country Code	123,042,793	2.3%	18,274,154	5.0%	4.7%
City	123,042,793	2.3%	18,274,154	5.0%	4.7%
Zipcode	123,042,793	2.3%	18,274,154	5.0%	4.7%
Region Code	123,042,793	2.3%	18,274,154	5.0%	4.7%
Work Phone	123,042,793	2.3%	18,274,154	5.0%	4.7%
Mobile Phone	123,042,793	2.3%	18,274,154	5.0%	4.7%