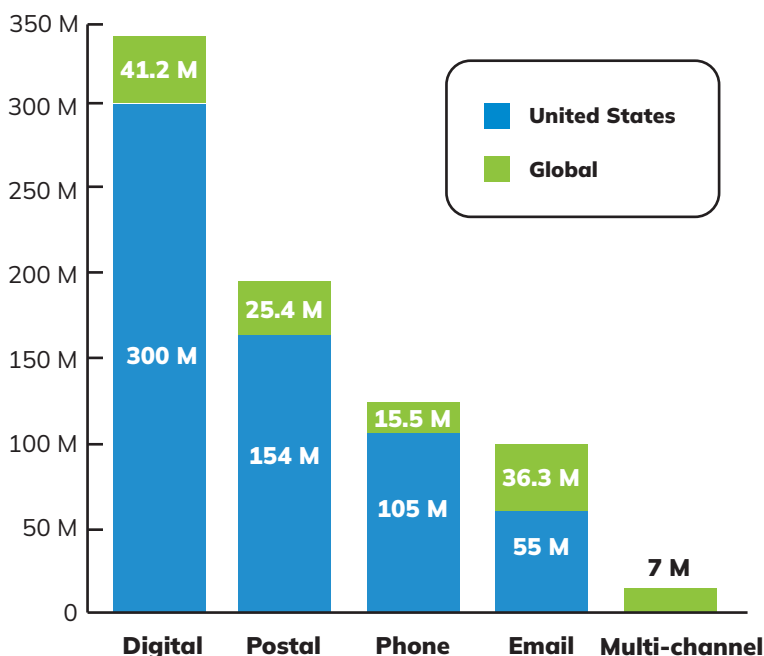## Need a data provider that checks all of the boxes?

- ✓ **Depth & Breadth of Data**
- ✓ **Quality Data Sources & Processing**
- ✓ **Compliance**
- ✓ **Activations and Integration Channels**
- ✓ **Top Performer in Analyst Evaluation**

Data is at the core of *everything* we do

Choosing a B2B data provider is like a treasure hunt. Marketers face the task of finding accurate, relevant, and reliable data among a sea of options. With industries changing faster than you can say "update," and decision-makers scattered all over the place, it's a real challenge.

Don't worry, we got you.

Global B2B Multi-Channel Reach

Legend:
- **United States** (blue)
- **Global** (green)

Channel	United States	Global
Digital	300 M	41.2 M
Postal	154 M	25.4 M
Phone	105 M	15.5 M
Email	55 M	36.3 M
Multi-channel		7 M

Our data at a glance:

- **US Business Database** – **40+ million** businesses mapped to the contacts that work there
- **US Consumer Database** – **260+ million** US Consumers mapped to 110 million US Households (We recognize that people take their work home with them)
- **US Linked Database** – **40+ million** US Business Executives linked from work to home
- **Intent Database** – **8000+** B2B Intent topics sourced and mapped to the physical location
- **Global Database** – a global B2B database encompassing businesses, business attributes, and associated contacts in **over 160 countries**

Data Points Available	Data Availability
Technology Installation	Global Availability
Intent Data	U.S, EMEA
Employee Count	Global Availability
Named Accounts	Global Availability
SIC/NAICS	Global Availability
Geography	Global Availability
Purchasing Activity	Available in the U.S only
Behavioral	Available in the U.S only
Job Function and Title	Global Availability
Channel Connection	Available in the U.S only

*Note: this is a representative sample of available data points

Data Sourcing

We prioritize the reliability and security of our data sourcing. We only collaborate with partners who follow the latest data collection standards and regulations. With Anteriad data, you get access to a multisource database built from leading business data sources, including:
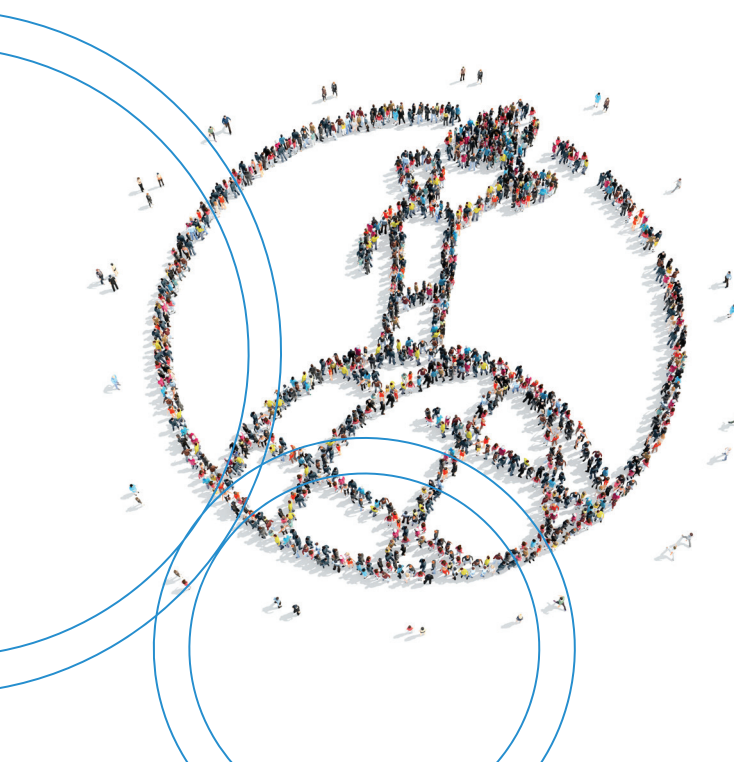
- Data obtained from opt-in sources and publicly available information
- First-party customer data and insights
- Strategic third-party partners vetted for privacy and compliance

Data that delivers

Our data delivers millions of audiences into thousands of destinations, platforms, applications, and solutions. Below is a snapshot of various customer applications, services, and channels that are powered by the quality, scope, and depth of global Anteriad B2B data:

- Custom Audience Activation (multi-channel)
- Digital Programmatic Marketing
- Data Hygiene and Data Append
- Search Marketing
- Managed Email Marketing
- Demand Generation, Content Syndication and Lead Generation
- Account Based Marketing (ABM)
- Analytics and Database Management
- Self Service Audience and Database Access and Deployment
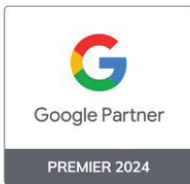
And much more....

Data Updates

Our B2B database updates continuously thanks to our state-of-the-art B2B software, ensuring you have the most current information from hundreds of sources.

- We meticulously verify, build, and match address-level attributes, such as demographics, firmographics, and intent
- Furthermore, we verify individuals' contact information to ensure your outreach is targeted and personalized.

Data Compliance

GDPR is our global standard for compliance and processing. Our global legal guidance leads us through an ever-changing privacy, legal, and regulatory landscape. Clients and citizens benefit from our universal "opt-out option," which allows for efficient removal from any of our global databases.

FORRESTER®
WAVE STRONG PERFORMER 2024
Marketing And Sales Data Providers For B2B

FORRESTER®
WAVE STRONG PERFORMER 2023
B2B Intent Data Providers

CERTIFIED BY Neutronian

truth {set}
Q4
PROVIDER
2023

2024: #1 Ranking in Data Privacy Scores

Google Partner
PREMIER 2024

Microsoft CERTIFIED

iapp

tag Trustworthy Accountability Group

iCO. Information Commissioner's Office REGISTERED

Privacy Shield Certified

CALIFORNIA CONSUMER PRIVACY ACT OF 2018

OneTrust
PRIVACY, SECURITY & GOVERNANCE

APPROVED STATUS
iab. europe
Transparency and Consent Framework
REGISTERED VENDOR

AICPA SOC
aicpa.org/soc4so

iab.

For more information, please visit **www.anteriad.com/privacy-policy**

If you would like to learn more about Anteriad Data and our suite of solutions, please reach out to **sales@anteriad.com**