Big Data Experts. Consumer and B2B Mastery.

INTRODUCTION

Welcome to BIGDBM

your gateway to data-driven success.

With solutions for omni-channel marketing and advertising, lead generation, and identity graph building, we drive success through innovation.

We're not a data broker. And we're not your typical data provider.

We're your strategic partner with key differentiators:

1. We are first and foremost a technology company. Our proprietary methods and tools are at the cutting-edge

2. Our data foundation is a market-leading asset due to its quality and breadth

3. We tailor and customize our products and solutions to meet our customer requirements

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MEET OUR LEADERSHIP

Steering the Data Revolution

Our executive team of highly experienced data professionals:

Brad Mack

Chief Executive Officer

Lucian Muresan

Chief Technology Officer

Vali Macovei

Chief Information Officer

Kenneth Zachmann

Chief Revenue Officer

Lesley Lempel

Chief Customer Officer

Mark Vetrano

Chief Strategy Officer

Charles Harriman

Chief Marketing Officer

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REGULATORY ADHERENCE

Committed to Compliance

SOC II Type 2 & PCI Compliant

Upholding highest industry standards

24/7 Monitoring & Ethical Hacking

Ahead of potential data breaches

Multi-Level Authentication

Additional safeguards to maintain data integrity

Strict Data Privacy Regulation Adherence

Ensuring customer control over their data no matter where they reside

Expert Legal Supervision

Best-in-class data-focused outside counsel

with **BIGDBM**

security and compliance is not an afterthought, but our prime responsibility.

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VALUE PROPOSITION

Why Choose BIGDBM?

Unprecedented Data Reach:

Over **12 billion data points** comprise our multi-sourced datasets

Innovation & Expertise:

Our proprietary technology and deep domain knowledge enable us to deliver high-quality datasets coupled with data-science derived scoring

Responsible Data Stewards:

We uphold the highest standards in privacy compliance, meeting all state and federal regulations, ensuring your usage remains risk-free

Fine-tuned Segmentation:

We offer advanced segmentation through consumer intent segments, proprietary consumer demographic segmentation, and consumer cloning.

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PRODUCT OVERVIEW - CONSUMER DATA PACKAGES

Your Gateway to Rich, Actionable Consumer Data

These are just a few of the many rich data sets you'll have access to as a BIGDBM client.

Address

145 Million

Address, geolocation, and household info from our Consumer Database.

Auto

180 Million

Comprehensive vehicle data in households: from make, model, to fuel type. Enhanced with additional demographics for tailored needs. Featuring 1M+ fresh automotive intender records daily.

Demographics

280 Million

Diverse insights from 80+ sources offering 400+ data points per household: from lifestyle, buying behavior to property identification. Regularly cleansed and updated for optimum accuracy.

Email

280 Million

Comprehensive information on addresses, geolocation, and household characteristics.

Phone

200 Million

Detailed phone info including type, carrier, and DNC registry status. Linked to our Consumer Database.

Property

155 Million

Comprehensive information on addresses, geolocation, and household characteristics.

Mobile Device

8.3 Billion

Comprehensive information on addresses, geolocation, and household characteristics.

IP Address

330 Million

Comprehensive information on addresses, geolocation, and household characteristics.

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USE CASES - CONSUMER DATA

Customer Success Stories

Tech Giant:

Boosted product launches with our consumer behavior data, seeing a **35% sales jump**

Car Dealerships:

Drove a **20% growth** in test-drives and **15% more sales** using targeted campaigns

Healthcare Provider:

Optimized outreach, achieving **30% more appointments** and **25% patient** engagement lift

Retail Chain:

Personalized experiences powered by our data, growing **loyalty by 40%** and **sales by 22%**

Several businesses, large and small, rely on our data regulation compliant data, ensuring their marketing strategies are not just effective but also ethically sound

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PRODUCT OVERVIEW - ONLINE CONSUMER BEHAVIOR

Your Direct Route to In-Market Customers

Interpreting Intent:

Our data is categorized into 44 primary segments, each with over 4,000 sub-segments.

The focus?

Intent-based activities and search patterns.

This powers enhanced modeling, AI, and personalization, ultimately driving engagement and conversions.

Live Intender Data:

- A vast ocean of 12+ billion rows of data
- 140+ million unique individuals paired with emails
- 6MM+ publishers and sharing apps

Online Consumer Behavior:

Real-time insights, aggregated and scored from multiple providers, paint a dynamic picture of consumer interest.

We adhere to data privacy norms, ensuring all our data is opt-in and data regulation compliant

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PRODUCT OVERVIEW - ONLINE CONSUMER BEHAVIOR

Customer Success Story

Customer:
Food Delivery Company

Target Market:
Non-Brand Aware Prospects

Overview:
As a food delivery company with a very targeted (health-related) niche, maximizing their ability to effectively target was key to increasing revenue. After working through a variety of marketing tactics, the client ran out of viable options.

Solution:
The company utilized Online Consumer Behavior intent data to find people searching for related keywords pertaining to ailment data. BIGDBM took their intent model (IAB categories and keywords) and processed it against the full Online Consumer Behavior file to identify specific individuals that fit the model.

Outreach Tactics:
3 separate emails to a list of the **50,000** identified individuals.

200,000 social impressions via a targeted ad campaign

Results:
Campaign ended with a very successful **2.38% CTR**

2x increase in unique visits to their website

15x new Clients in the first 30 days

2500 new leads for future CRM campaigns

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PRODUCT OVERVIEW - LIVE DATA

Unique Data Products -Weekly Live Data

LiveDB HEM<>IP Address

Observed linkages between hashed emails and IP addresses for device/Web traffic

205+ million weekly

LiveDB HEM<>MAID

Observed linkages between hashed emails and mobile advertising identifiers from device/web traffic

150+ million weekly

LiveDB HEM<>IAB

Observed linkages between hashed emails and interactive advertising Bureau categories from device/web traffic

200+ million weekly

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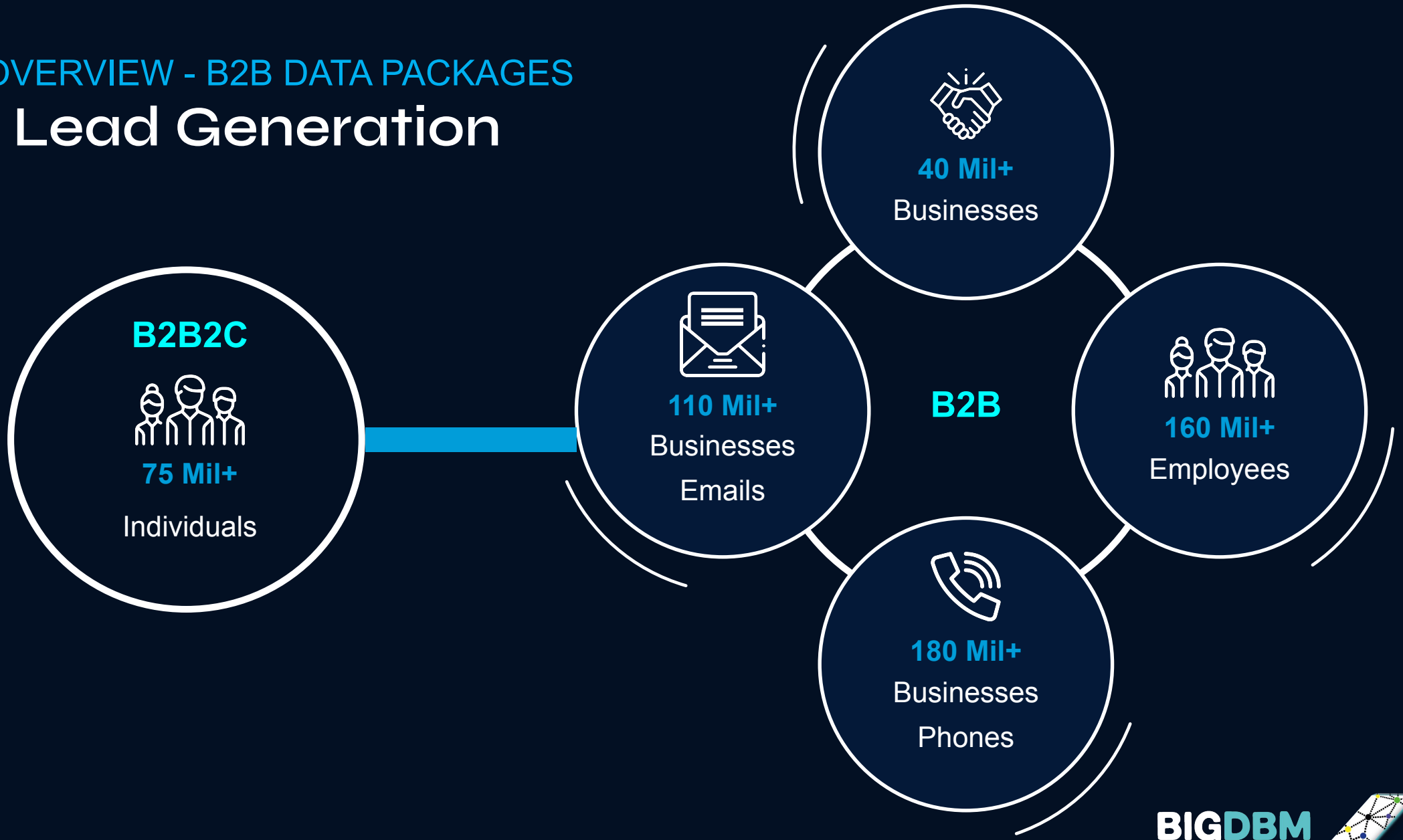
PRODUCT OVERVIEW - B2B DATA PACKAGES

Robust Lead Generation



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PRODUCT OVERVIEW - DaaS

Our Data-as-a Service Capabilities

Data Market:

Revitalize your CRM. Enhance prospects with our cloud-based platform.

Tailored Data Processing:

From custom software to identity graph creation to API development, we activate your big data with expertise and cost-control.

AI & Modeling:

Leverage supervised models for actionable insights. Your data, our third-party info, one powerful combination.

Security Guarantee:

We go beyond secure. From multi-factor authentication to intrusion protection, we safeguard your data.

Compliance Services:

A smooth, compliant data journey with our privacy policy and data transfer management.

Outsourced Sales:

Leverage a data sales team with immense experience in the industry for a fraction of the cost of hiring in-house.

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DATA DELIVERY

Data at Your Fingertips

API:

Real-time access to our data, enabling instant decision-making and actions.

Flat Files:

Batch access to our data for your offline analysis and insights development.

Self-Service Portal:

On-demand access, allowing you to pull the specific data you need, when you need it.

Our flexible delivery methods ensure you have the right data, at the right time, in the right way

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HIGHLY COMPETITIVE PRICING

For Traditional Use Cases:

- Marketing
- Advertising
- Lead generation
- Identity verification
- Data modeling

1

Enterprise licensing:

Minimum enterprise file price of **$2,500**

CPMs as low as **20 cents** for individual datasets

2

Self-service data portal and one-off purchases:

Pricing starts at **10 cents** per record

Price drops to as low as **1/10th** of a penny for larger volumes

No annual commitment

For custom needs and detailed pricing, please get in touch with our sales team

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CONTACT AND DISTRIBUTION PLATFORMS

Your Data Journey Begins Here.

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Ready to unlock the power of big data for your business?

Here's how you can embark on this transformative journey with BIGDBM:

Website:

Visit us at www.bigdbm.com to learn about our datasets, services, self-service portal and more!

Contact:

Reach out to our customer service team at sales@bigdbm.com or call us at **(336) 558-7717**

Marketplaces and Distribution platforms:

Access our data on leading platforms such as Datarade, Narrative, Bright Data, Alation, SAP, and Google