Welcome to BIGDBM

your gateway to data-driven success.

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
MEET OUR LEADERSHIP

Steering the Data Revolution

Our executive team of highly experienced data professionals:

Lesley Lempel
Chief Customer Officer

Brad Mack
Chief Executive Officer

Vali Macovei
Chief Information Officer

Lucian Muresan
Chief Technology Officer

Mark Vetrano
Chief Strategy Officer

Charles Harriman
Chief Marketing Officer
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.
Why Choose BIGDBM?

VALUE PROPOSITION

Unprecedented Data Reach:

With over 12 billion data points comprising our multi-sourced datasets, BIGDBM offers unmatched access to consumer insights, helping you reach audiences with razor-sharp precision.

Innovation & Expertise:

Our proprietary technology and deep domain knowledge enable us to deliver high-quality data with confidence scores, fueling your decision-making with reliability.

Responsible Data Stewards:

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

Fine-tuned Segmentation:

We offer advanced segmentation through over 4,000 IAB consumer intent segments, proprietary consumer demographic segmentation, and consumer cloning.
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.
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.

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

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

**200,000** social impressions via a targeted ad campaign
# 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.

<table>
<thead>
<tr>
<th>Data Set</th>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>145 Million</td>
<td>Address, geolocation, and household info from our Consumer Database.</td>
</tr>
<tr>
<td>Auto</td>
<td>180 Million</td>
<td>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.</td>
</tr>
<tr>
<td>Demographics</td>
<td>280 Million</td>
<td>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.</td>
</tr>
<tr>
<td>Email</td>
<td>280 Million</td>
<td>Comprehensive information on addresses, geolocation, and household characteristics.</td>
</tr>
<tr>
<td>Phone</td>
<td>200 Million</td>
<td>Detailed phone info including type, carrier, and DNC registry status. Linked to our Consumer Database.</td>
</tr>
<tr>
<td>Property</td>
<td>155 Million</td>
<td>Comprehensive information on addresses, geolocation, and household characteristics.</td>
</tr>
<tr>
<td>Mobile Device</td>
<td>8.3 Billion</td>
<td>Comprehensive information on addresses, geolocation, and household characteristics.</td>
</tr>
<tr>
<td>IP Address</td>
<td>330 Million</td>
<td>Comprehensive information on addresses, geolocation, and household characteristics.</td>
</tr>
</tbody>
</table>
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
PRODUCT OVERVIEW - B2B DATA PACKAGES

Robust Lead Generation

- **B2B2C**
  - 75 Mil+ Individuals

- **B2B**
  - 110 Mil+ Businesses
  - 180 Mil+ Businesses
  - 40 Mil+ Businesses
  - 160 Mil+ Employees

- **Emails**
- **Phones**
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
### Our Data-as-a-Service Capabilities

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data Market:</strong></td>
<td>Revitalize your CRM. Enhance prospects with our cloud-based platform.</td>
</tr>
<tr>
<td><strong>Tailored Data Processing:</strong></td>
<td>From custom software to identity graph creation to API development, we activate your big data with expertise and cost-control.</td>
</tr>
<tr>
<td><strong>AI &amp; Modeling:</strong></td>
<td>Leverage supervised models for actionable insights. Your data, our third-party info, one powerful combination.</td>
</tr>
<tr>
<td><strong>Security Guarantee:</strong></td>
<td>We go beyond secure. From multi-factor authentication to intrusion protection, we safeguard your data.</td>
</tr>
<tr>
<td><strong>Compliance Services:</strong></td>
<td>A smooth, compliant data journey with our privacy policy and data transfer management.</td>
</tr>
<tr>
<td><strong>Outsourced Sales:</strong></td>
<td>Leverage a data sales team with immense experience in the industry for a fraction of the cost of hiring in-house sales.</td>
</tr>
</tbody>
</table>
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.
HIGHLY COMPETITIVE PRICING

For Traditional Use Cases:

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
Your Data Journey Begins Here.

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](http://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.