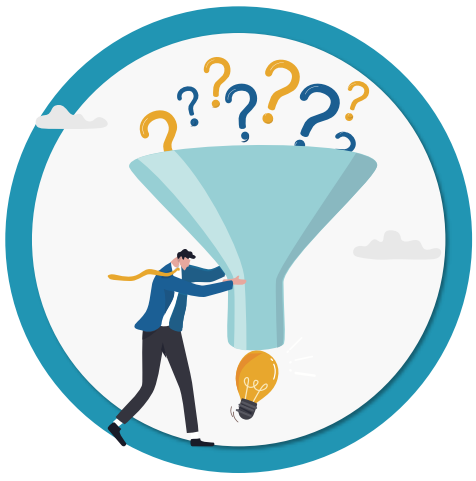
How We Do It



SOURCING & AGGREGATION

The Process

- Salutary Data Sources over **350 Million** US Contact Records
- The data is supplied from **numerous, established high quality suppliers** that are rigorously vetted
- The aggregated data is put through 3D Data Interrogation testing then are deduped and broken into various sourcing slices
- Only around **45% of the total records** make it through this stage

The Result

Salutary Data offers clients a truly unique, one-stop aggregation of the best-of-breed quality data sources.

DATA CLEANSING

The Process

- Normalize all of the incoming data so that there is a consistent format across all our fields such as, Phone Numbers, Addresses, Company Names etc.
- Over **3 Billion Fields** of Data are normalized in this step
- Applies our proprietary taxonomy of Job Title, Job Function, Industry, Company Size etc. to over **150 Million Records**

The Result

This makes it easier for our customers to work with our data, whether that be searching on our data in our API or Web UI, importing data into a CRM system or selecting the right data for lead generation purposes.

Contact Us for Custom Pricing

617.917.4084
info@salutarydata.com

QUALITY VERIFICATION

The Process

- Over **45 Million** records are sent to our third party verification vendors for Phone, Email & Name/Title/Company Verification
- **48 Million** emails are put through email deliverability
- **3.3 Million** records are rid from the prior quarter's build as their email and phone performance were no longer satisfactory
- **9.9 Million** records are updated based on contacts changing jobs and companies
- Over **8 Million** records enriched on key fields such as LinkedIn URL, Mobile Phone, Emails

The Result

Quality Verification is the most important step in the process and our biggest differentiator. It ensures that in an ever changing landscape, we are providing the most up-to-date data for our customers.

PRODUCTION DATA FILE

After all 3 steps we only publish 17% or ~60 Million highly curated business contacts records.

Learn more: https://www.salutarydata.com/database/