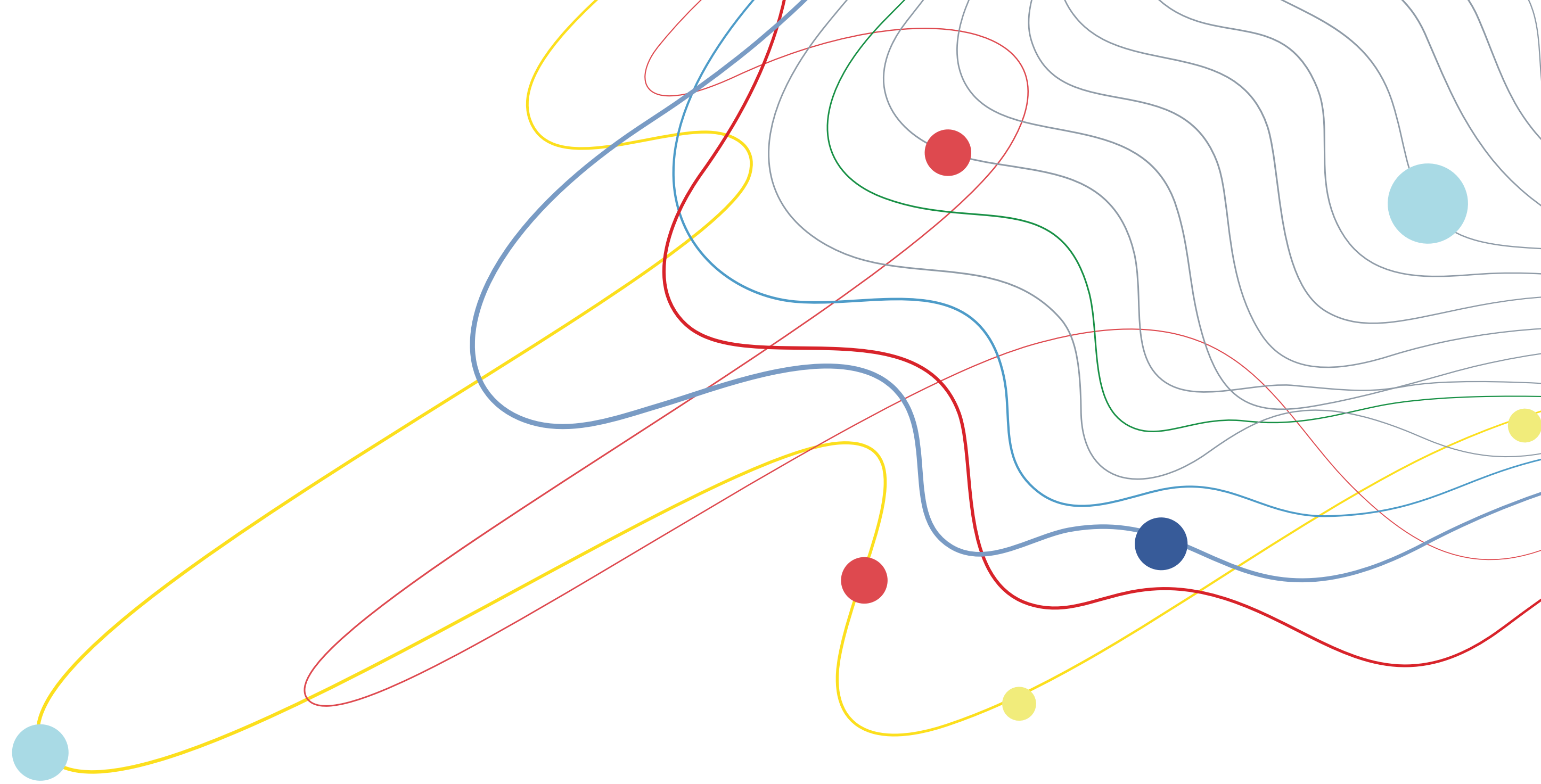# How We Do It

SOURCING & AGGREGATION

The Process

- Salutary Data receives and sources over **550 Million** US Contact Records

The Result

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

DATA CLEANSING

The Process

- 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.

QUALITY VERIFICATION

The Process

- In total, over **100 Million** records are sent to our third party verification vendors for verification, which include verifying various phone, email & Name/Title/Company fields

- On average, **70 Million** emails are put through email deliverability on a quarterly basis

- **14 Million** records are rid from the prior build because their records are no longer current, which may include their email and phone no longer are accurate

- **16.5 Million** records are updated based on contacts changing jobs and companies

- Over **30 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 the 3 steps outlined above, we end up publishing **25% or ~100 Million** highly curated business contacts records as part of our most popular file delivery to our customers.

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