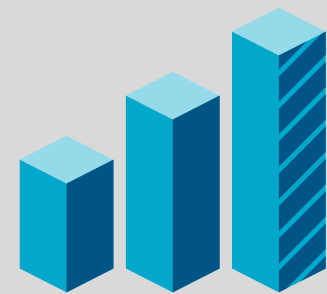


# DATA DICTIONARY

COMPANIES AND WEBSITES (GLOBAL)



## NEEDLE AND THREAD CODING (NTC)



### SEGMENTS

A

B

C

D, E, F



### ACCURACY RATE

90% - 100%

80% - 89%

70% - 79%

BELOW 70%



### QUANTITIES

6,517,472

2,272,247

3,868,840

19,593,102

# ATTRIBUTES

THIS IS THE STANDARD DELIVERABILITY LAYOUT FOR OUR DATA PRODUCTS. ADDITIONAL ATTRIBUTES ARE AVAILABLE BY REQUEST, ASK YOUR EMM REP FOR MORE DETAILS.

| FIELD                        | DEFINITION  | EXAMPLE  |
|------------------------------|---|--|
| COMPANYWEBSITEID             | UNIQUE ID PER COMPANY WEBSITE   | 10515  |
| COMPANY WEBSITE              | MOST COMMONLY ASSOCIATED WEBSITE  | AMTD.COM   |
| CWG                          | COMPANY WEBSITE GRADE WHICH COINCIDES WITH THE % ACCURACY OF THE RECORD | A, B, C, D, E, F   |
| ACCURACY                     | MEASUREMENT OF THE CORRECTNESS OF THE RECORD.                           | 12,100   |
| COMPANY NAME                 | MOST COMMON ASSOCIATED COMPANY NAME                                     | AMERITRADE   |
| ADDRESS1                     | PHYSICAL STREET ADDRESS 1/HQ STREET ADDRESS                             | 104 LOVE ST  |
| ADDRESS2                     | SECOND STREET ADDRESS/HQ STREET ADDRESS                                 | STE 100  |
| CITY                         | CITY / TOWN   | NEW YORK   |
| STATE                        | STATE   | NY   |
| ZIP                          | ZIP / POSTAL CODE   | 10022  |
| COUNTRY                      | COUNTRY   | UNITED STATES  |
| HQ                           | HEADQUARTERS  | Y  |
| PHONE                        | MOST COMMONLY ASSOCIATED PHONE NUMBER                                   | 9144991900   |
| FAX                          | MOST COMMONLY ASSOCIATED FAX NUMBER                                     | 4435392209   |
| REVENUE RANGE                | REVENUE RANGE   | \$1 BIL AND ABOVE; \$10 MIL TO LESS THAN \$50 MIL; \$100 MIL TO LESS THAN \$200 MIL; \$200 MIL TO LESS THAN \$1 BIL; \$50 MIL TO LESS THAN \$100 MIL; LESS THAN \$10 MIL |
| REVENUE IN MILLIONS          | EXACT REVENUE   | 500000   |
| EMPLOYEE RANGE               | EMPLOYEE RANGE  | 1000 TO 4999; 10000+; 250 TO 499; 50 TO 249; 500 TO 999; 5000 TO 10000; LESS THAN 50   |
| EMPLOYEES                    | EXACT EMPLOYEE  | 4  |
| INDUSTRY                     | PRIMARY INDUSTRY  | COMPUTER SOFTWARE  |
| SIC CODE 2                   | PRIMARY SIC CODE 2 CHARACTERS LONG                                      | 65   |
| PRIMARY SIC CODE             | PRIMARY SIC CODE 4 CHARACTERS LONG                                      | 6531   |
| PRIMARY SIC CODE DESCRIPTION | SIC DESCRIPTION FOR THE PRIMARY SIC                                     | REAL ESTATE AGENTS AND MANAGERS  |
| SECONDARY SIC CODES          | SECONDARY SIC CODES FOUND   | 7411;4110  |
| NAICS CODE                   | PRIMARY NAICS CODE  | 531311   |
| ALL NAICS CODES              | ADDITIONAL NAICS CODES RELATED TO THE COMPANY                           | 536621; 531311   |
| SOCIAL MEDIA URLS            | PRIMARY COMPANY SOCIAL MEDIA URL  | HTTPS://TWITTER.COM/PLUSNET, HTTPS://WWW.LINKEDIN.COM/COMPANY/PLUSNET  |
| TWITTER FOLLOWERS            | NUMBER OF PERSONS FOLLOWING TWITTER ACCOUNT                             | 12906  |
| YEAR FOUNDED                 | YEAR THE COMPANY BEGUN  | 1759   |
| TECHNOLOGIES USED            | TECHNOLOGIES USED   | 3DCART   |
| RANKINGS                     | DESCRIBES NOTABLE RANKINGS FOR THIS DOMAIN                              | INC 5000, 2015   |
| OWLER URL                    | URL OF COMPANY'S OWLER BUSINESS PROFILE                                 | HTTPS://WWW.OWLER.COM/IAAPP/202647/EMM-COMPANY-PROFILE   |

# ATTRIBUTES CONTINUED

| FIELD      | DEFINITION                       | EXAMPLE                           |
|------------|----------------------------------|-----------------------------------|
| WEBDOMAINS | ALL RELATED DOMAINS              | PARTNERS.MD.COM;MD.COM;WEB.MD.COM |
| UPDATE     | DATE THE FILE WAS LAST PROCESSED | 3/1/2021                          |

## ADDITIONAL RESOURCES

HAVE A QUESTION? SEE OUR FREQUENTLY ASKED QUESTIONS (FAQ) PAGE: [EVERYMARKETMEDIA.COM/FAQ](https://www.everymarketmedia.com/faq)

FOR MORE INFORMATION ON HOW WE COMPILE OUR DATA PRODUCTS, SEE OUR COMPILING STATEMENT: [EVERYMARKETMEDIA.COM/COMPILING-STATEMENTS](https://www.everymarketmedia.com/compiling-statements)

INTERESTED IN A STRATEGIC PARTNERSHIP WITH EVERY MARKET MEDIA? VISIT OUR PARTNERS PAGE: [EVERYMARKETMEDIA.COM/PARTNERS](https://www.everymarketmedia.com/partners)

FOR OUR OTHER DATA DICTIONARIES, VISIT OUR PRODUCT PAGES FOR EACH DATA PRODUCT: [EVERYMARKETMEDIA.COM/B2C-B2B-DATA-PRODUCTS](https://www.everymarketmedia.com/b2c-b2b-data-products)

INTERESTED IN GETTING STARTED RIGHT AWAY? SIGN UP FOR ONLINE ACCESS TO OUR B2B DATABASES USING [EMMQUERY](https://www.everymarketmedia.com/emmquery) AT [EVERYMARKETMEDIA.COM!](https://www.everymarketmedia.com)

