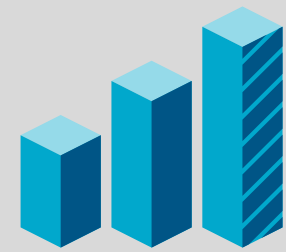


DATA DICTIONARY

GLOBAL B2B (NON-US BUSINESS EXECUTIVES)



NEEDLE AND THREAD CODING (NTC)



SEGMENTS

A

B

CCC

CC

C



DEFINITIONS



Valid Emails



Likely Valid Emails



Valid Emails



Likely Valid Emails



Not Validated

Full Business Card Present



Full Business Card Present



Partial Record Present



Partial Record Present



Full Business Card Present



QUANTITIES

1,966,024

4,540,412

2,834,169

1,315,142

1,781,984

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 |
|------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EMM RECORD ID | UNIQUE ID PER RECORD WITHIN THE FILE | 1526316 |
| COMPANY NAME | MOST COMMONLY ASSOCIATED COMPANY NAME | GOVERNMENT OF ONTARIO |
| FIRST NAME | CONTACTS FIRST NAME | MARK |
| LAST NAME | CONTACT LAST NAME | CHEN |
| TITLE | ASSOCIATED TITLE | MANAGER |
| ADDRESS1 | PHYSICAL STREET ADDRESS 1/HQ STREET ADDRESS | 11 RUE LAURIER |
| ADDRESS2 | SECOND STREET ADDRESS/HQ STREET ADDRESS | #2600 |
| CITY | CITY / TOWN | PARIS |
| STATE | STATE | TOKYO |
| ZIP | ZIP / POSTAL CODE | K1A 0S5 |
| PROVINCE | WESTERN PROVINCE | WESTERN PROVINCE |
| COUNTY | COUNTY | SUSSEX |
| COUNTRY | COUNTRY | UNITED KINGDOM |
| EMAIL | ASSOCIATED EMAIL ADDRESS | ELIZA@EVERYMARKETMEDIA.COM |
| PHONE | DIRECTLY ASSOCIATED PHONE NUMBER OR MOST COMMONLY OCCURRING IF DIRECT NOT PROVIDED | [65]67730272 |
| FAX | DIRECTLY ASSOCIATED FAX NUMBER OR MOST COMMONLY OCCURRING IF DIRECT NOT PROVIDED | [91]7325140860 |
| SIC CODE 2 | PRIMARY SIC CODE 2 CHARACTERS LONG | 39 |
| PRIMARY SIC CODE | MOST POPULAR SIC CODE FOR DOMAIN/COMPANY 4 DIGITS LONG | 6531 |
| PRIMARY SIC CODE DESCRIPTION | SIC DESCRIPTION FOR THE PRIMARY SIC CODE | REAL ESTATE AGENTS AND MANAGERS |
| SECONDARY SIC CODES | 2-4 MOST POPULAR SIC CODES FOR DOMAIN/COMPANY | 5812; 4412; 3689 |
| NAICS CODE | PRIMARY NAICS CODE | 531311 |
| REVENUE IN MILLIONS | EXACT REVENUE | 500000 |
| EMPLOYEES | EXACT EMPLOYEES | 4 |
| 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 |
| EMPLOYEE RANGE | EMPLOYEE RANGE | 1000 TO 4999; 10000+; 250 TO 499; 50 TO 249; 500 TO 999; 5000 TO 10000; LESS THAN 50 |
| JOB LEVEL | TITLE RANKING | VICE PRESIDENT; OTHER; C-LEVEL; DIRECTOR; MANAGER; UNKNOWN |
| JOB FUNCTION | GENERAL DEPARTMENT/FUNCTION OF THE TITLE | GENERAL MANAGEMENT; RESEARCH & DEVELOPMENT; SALES; MARKETING; COMPUTING & IT; EDUCATOR; ADMINISTRATION; HUMAN RESOURCES; OPERATIONS; CUSTOMER SERVICE; CONSULTING; MEDICAL; ACCOUNTING / FINANCE; LEGAL; SECURITY/RISK MANAGEMENT; PROCUREMENT; REAL ESTATE; UNKNOWN |
| INDUSTRY | PRIMARY INDUSTRY | ACCOUNTING |
| COMPANY WEBSITE | MOST COMMONLY ASSOCIATED WEBSITE | HTTPS://WWW.ONTARIO.CA/PAGE/GOVERNMENT |

ATTRIBUTES CONTINUED

| FIELD | DEFINITION | EXAMPLE |
|-----------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| SOCIAL MEDIA URLS | COMPANY SOCIAL MEDIA URLS | HTTPS://WWW.LINKEDIN.COM/COMPANY/EVERY-MARKETMEDIA |
| TECHNOLOGIES USED | TECHNOLOGIES USED | AB TASTY;OPTIMIZELY;GOOGLE ANALYTICS CONTENT EXPERIMENT;SHARETHIS;GOOGLE ANALYTICS |
| EMAIL DOMAIN | SELECT EMAIL'S DOMAIN | EVERYMARKETMEDIA.COM |
| DUPLICATE | IS THIS A VARIATION OF ANOTHER RECORD WITHIN THE MASTERFILE | Y - OR BLANK |
| LAST SUPPRESSION | LAST DATE EMAIL WAS SUPPRESSION CODED AGAINST PING VERIFIED MASTERFILE | *EXAMPLES FOR LAST SUPPRESSION IS PROPRIETARY, ASK YOUR EMM REP* |
| DELIVERABILITY STATUS | WHEN LIVE SCRUBBING, WHAT WAS THE SENDING SMTP STATUS/ THIRD PARTY PING VERIFICATION STATUS | *EXAMPLES FOR DELIVERABILITY STATUS ARE PROPRIETARY, ASK YOUR EMM REP* |
| SUPPRESSION CODE | THIRD PARTY PING VERIFICATION STATUS | *EXAMPLES FOR SUPPRESSION CODE ARE PROPRIETARY, ASK YOUR EMM REP* |
| THREAT LEVEL | THIRD PARTY THREAT LEVEL MANAGEMENT STATUS | *EXAMPLES FOR THREAT LEVEL ARE PROPRIETARY, ASK YOUR EMM REP* |
| SOHO | RECORD HAS A SOHO EMAIL | DAVID123@GMAIL.COM |
| NTC | NEEDLE AND THREAD CODING, SEE SPECIFIC TAB | A, B, CCC, CC, C, D |

ADDITIONAL RESOURCES

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

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

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

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

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

