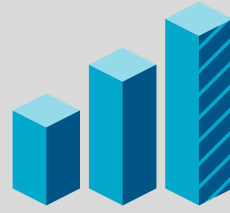




























DATA DICTIONARY

US B2B (DOMESTIC BUSINESS EXECUTIVES)



NEEDLE AND THREAD CODING (NTC)

|  SEGMENTS |  DEFINITIONS | | | |  QUANTITIES |
|--|---|--|--|-------------|--|
| AAA |  Valid Emails |  High Likelihood of Direct Dial |  Full Business Card Present | 7,682,685 | |
| AA |  Valid Emails |  Median Likelihood of Direct Dial |  Full Business Card Present | 4,995,088 | |
| A |  Valid Emails |  Low Likelihood of Direct Dial |  Full Business Card Present | 11,302,767 | |
| BBB |  Likely Valid Emails |  High Likelihood of Direct Dial |  Full Business Card Present | 2,375,795 | |
| BB |  Likely Valid Emails |  Median Likelihood of Direct Dial |  Full Business Card Present | 8,057,341 | |
| B |  Likely Valid Emails |  Low Likelihood of Direct Dial |  Full Business Card Present | 18,680,622 | |
| CCC |  Valid Emails |  Partial Record Present | 5,145,064 | | |
| CC |  Likely Valid Emails |  Partial Record Present | 5,800,006 | | |
| C |  Not Validated | | | 23,139,870 | |
| D |  Likely Bad | | | 188,961,425 | |

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 | 100000022 |
| COMPANY NAME | MOST COMMONLY ASSOCIATED COMPANY NAME | DELOITTE LLP |
| FIRST NAME | CONTACTS FIRST NAME | JOHN |
| LAST NAME | CONTACT LAST NAME | JOHNSON |
| TITLE | ASSOCIATED TITLE | OWNER |
| ADDRESS1 | PHYSICAL STREET ADDRESS 1/HQ STREET ADDRESS | 2160 S 1ST AVE |
| ADDRESS2 | SECOND STREET ADDRESS/HQ STREET ADDRESS | STE 100 |
| CITY | CITY / TOWN | NEW YORK |
| STATE | STATE | NY |
| ZIP | ZIP / POSTAL CODE | 10017 |
| COUNTY | COUNTY | NEW YORK |
| COUNTRY | COUNTRY | UNITED STATES |
| EMAIL | ASSOCIATED EMAIL ADDRESS | ELIZA@EVERYMARKETMEDIA.COM |
| PHONE | DIRECTLY ASSOCIATED PHONE NUMBER OR MOST COMMONLY OCCURRING IF DIRECT NOT PROVIDED | 9144991900 |
| FAX | DIRECTLY ASSOCIATED FAX NUMBER OR MOST COMMONLY OCCURRING IF DIRECT NOT PROVIDED | 2125290470 |
| 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 |
| SIC CODE 2 | PRIMARY SIC CODE 2 CHARACTERS LONG | 82 |
| SIC CODE 6 | SIC CODE 6 CHARACTERS LONG | 822101 |
| NAICS CODE | PRIMARY NAICS CODE | 611110 |
| INDUSTRY | PRIMARY INDUSTRY | HIGHER EDUCATION |
| 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 |
| COMPANY WEBSITE | MOST COMMONLY ASSOCIATED WEBSITE | DELOITTE.COM |

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 | AAA, AA, A, BBB, BB, B, CCC, CC, C, D |

* VALID EMAILS - PASS PING/DELIVERED MAILING

* LIKELY VALID EMAILS - CATCH ALL OR SOFT BOUNCE

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 COMPILER 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)

