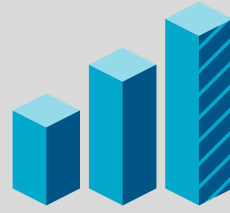




























# DATA DICTIONARY

US B2B (DOMESTIC BUSINESS EXECUTIVES)



## NEEDLE AND THREAD CODING (NTC)

 <b>SEGMENTS</b>	 <b>DEFINITIONS</b>				 <b>QUANTITIES</b>
AAA	 Valid Emails	 High Likelihood of Direct Dial	 Full Business Card Present		7,664,125
AA	 Valid Emails	 Median Likelihood of Direct Dial	 Full Business Card Present		4,458,860
A	 Valid Emails	 Low Likelihood of Direct Dial	 Full Business Card Present		11,168,665
BBB	 Likely Valid Emails	 High Likelihood of Direct Dial	 Full Business Card Present		2,639,116
BB	 Likely Valid Emails	 Median Likelihood of Direct Dial	 Full Business Card Present		12,165,893
B	 Likely Valid Emails	 Low Likelihood of Direct Dial	 Full Business Card Present		22,882,066
CCC	 Valid Emails		 Partial Record Present		4,656,867
CC	 Likely Valid Emails		 Partial Record Present		6,612,103
C	 Not Validated				35,881,332
D	 Likely Bad				189,982,265

# 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)

