



## The Data Platform

Comtech Telecommunications Corp. has developed a fully integrated marketing analytics and data platform. This innovative data platform is a groundbreaking addition to the traditional market for data, which has been lacking a clear roadmap for the future. At the core, this data platform brings a deeper level of enriched business and audience semantics that has never been seen before. Utilizing a revolutionary web crawling engine, the platform is able to harness the power of customer data, geographic data, social media profiles and the richness of the web to deliver a more comprehensive and accurate profile of businesses, consumers and locations.

### US Data Universe Includes:



240 MM US People Listings



70 MM Business Contact Listings



22 MM Business Listings



112 K Neighborhoods + Zip Code Listings

### Key differentiators:

- **Match comprehensive data sets with the ability cross reference** for people, businesses, business contacts and geographic/neighborhood data
- **Fills the numerous gaps** between current traditional sources of data
- **Leverages data from all major social media platforms** and across the web for more efficient aggregation, greater accuracy and deeper insights
- **Offers an advanced data profiling tool** with proprietary/customized semantics and scoring
- **Allows for creation of enhanced list** segmentation and generation when matched with existing/3rd party data
- **Provides for extensive data analysis** versus current business customer segmentation and competitive business customer segmentation for greater insights and targeted customer acquisition
- **Delivers deeper and more accurate** people and location data which accounts for greater reach and less errors
- **Leverage real-time location intelligence on top of data**

When a consumer lands on a website the data platform will determine if there is a match. If so, in real-time the platform can give information on demography, age, credit rating, net worth, income, personal interests, family and transactional profiles, the car they drive, their place of work and job title, key topics on products and services in their social profile, whether they are a pet owner or a cooking enthusiast, and much more. This type of data and intelligence is the key factor data science teams are trying to determine so they can profile target audiences to generate a more personalized experience or to increase customer loyalty. Additionally, the platform leverages the deep contact intelligence that has been amassed to help these teams better market to businesses and consumers.

# Sample of Data



Work email (99% on 70m+ company contacts) as well as personal email (99% on 240m)



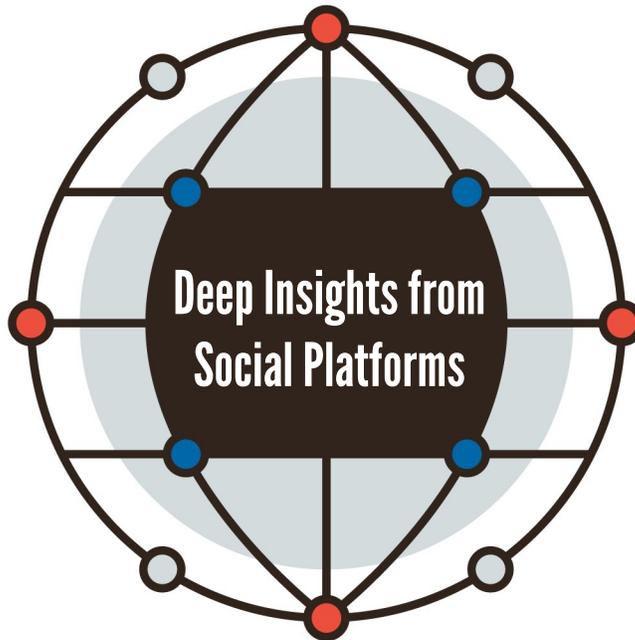
Residence type 94% and value 23%, rent vs. mortgage



Home Addresses 99% and associated Lat/Log 99% (on 240m people)



Income estimate 35%, education 21%, skills, experience, jobs, interests



Business Address 97% and associated Lat/Long 95% on 22MM Businesses



Work direct phone (99% on 70m+) as well as personal phone (95% on 240m)



IP address (100%), plus website visit data (cookies) and personal profile data capture



Car VIN, make, model, year 75% (hard to get!) with name, phone, address (160m)