



Harness the Power Of Company Hierarchies as a Data Service

Identifying corporate linkages and hierarchies in your customer population is key to improving your sales and marketing efforts.

Third party data providers have limitations when it comes to identifying structures and relationships among smaller companies. Our customer hierarchy solution addresses that gap. Using advanced techniques in Information Retrieval, Natural Language Processing and Machine Learning, our solution can derive inter-company relationships that are otherwise difficult to ascertain.

Solution benefits:

- » Derive more intelligence about companies and their structures from inter-company relationships
- » Align your sales teams and marketing resources more effectively based on company hierarchies
- » Identify cross-sell and upsell opportunities within a corporate family
- » Avoid legal and conflict of interest issues with current and potential customers
- » Gain a 360-degree view of a business's overall risk and structure by identifying relationships between businesses
- » Manage vendors and optimize your purchasing power
- » Find the major financial, political, and social linkages between major corporations

In a recent study 89% of companies worldwide identified data linkage as their biggest challenge in effective digital marketing. Of the top challenges faced by companies, data linkage heads the list. Missing and incorrect company linkage information in an enterprise's customer database can cause millions of dollars lost in terms of missed sales leads, improper service, wasted or non-targeted marketing, in-accurate reporting and costly manual remediation.

Company Hierarchy – Solution

Fresh Gravity saves you time and effort by providing company linkage data as a service. Obtaining this information against a medium to large customer base can be extremely challenging for any organization. Some established data providers may provide information for large companies, but not medium- to small-size businesses. The standard data providers that do provide this data are not always successful – the success rate can be as low as 30%. Obtaining comprehensive data for small and medium companies requires an extensive manual data search and validation of the accuracy of the data—a process that is costly in terms of both time and money.

We offer these services designed to provide you with timely, accurate information:

» **Company hierarchy creation service**

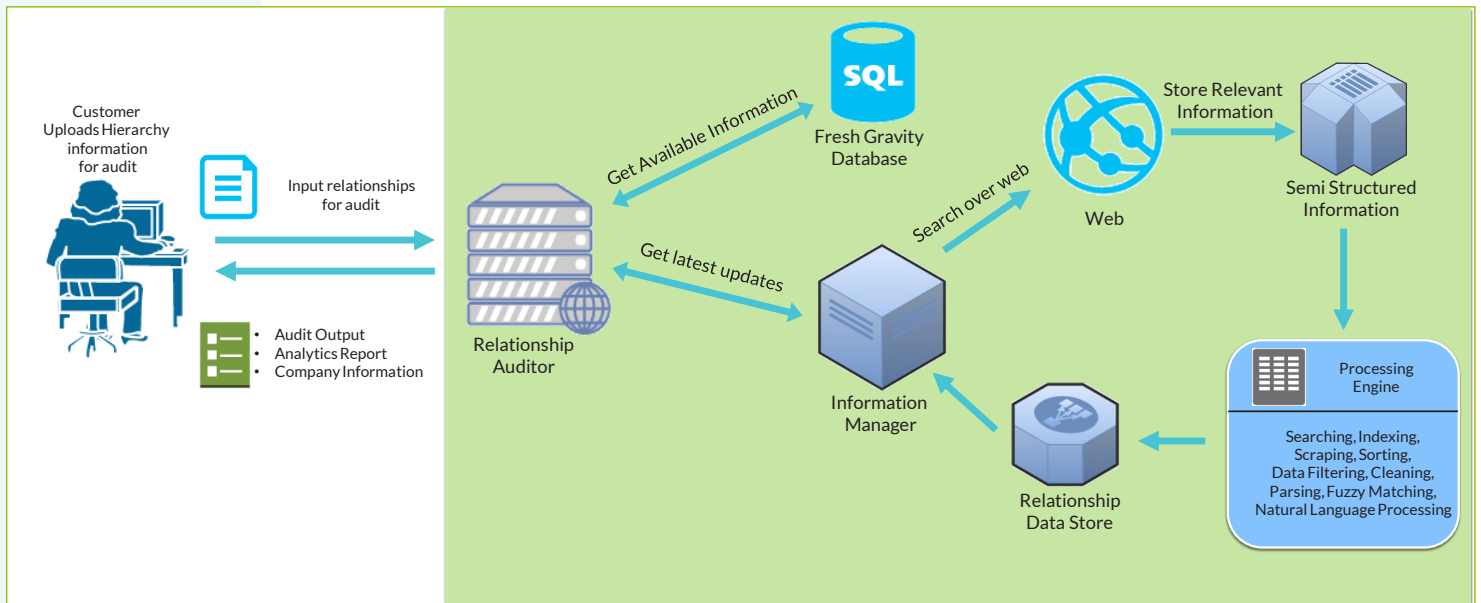
We provide the child and parent companies for a list of business entities you specify.

» **Company hierarchy audit**

For a list of companies and their linkage information, our audit report specifies incorrect and missing children, children from the same population of records as the given data, and children from an external knowledge base. Our analytical reports are based on criteria you specify, such as region-based completeness and data accuracy.

» **Company lookup service**

Using our UI-based service a data steward, sales rep, or other authorized person in your organization can quickly and easily access linkage information for a company, including location, number of employees, CEO, current news, subsidiaries and more.



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