



DATA COLLECTION JOURNEY

MNI HOUSES THE WORLD'S MOST ACCURATE INDUSTRIAL DATABASE.

HERE'S HOW WE DO IT

THE TEAM

ALL COMPANIES IN OUR DATABASE ARE RESEARCHED AND VERIFIED IN-HOUSE BY

80
REAL PEOPLE



FACT CHECKERS

The backbone of our research, our fact checkers make more than one million calls per year to verify each company record.

COPY EDITORS

Our copy editors ensure consistency and accuracy across all company profiles, following multiple style and quality guidelines in producing a final profile.

QUALITY CONTROL SPECIALISTS

Real people who examine all aspects of a company record and reconcile any inconsistencies.

DEVELOPERS

Our developers build and implement the systems that process and organize the millions of data points that flow through our data pipeline each year.

THE MISSION



THE METHOD

EMAIL UPDATES

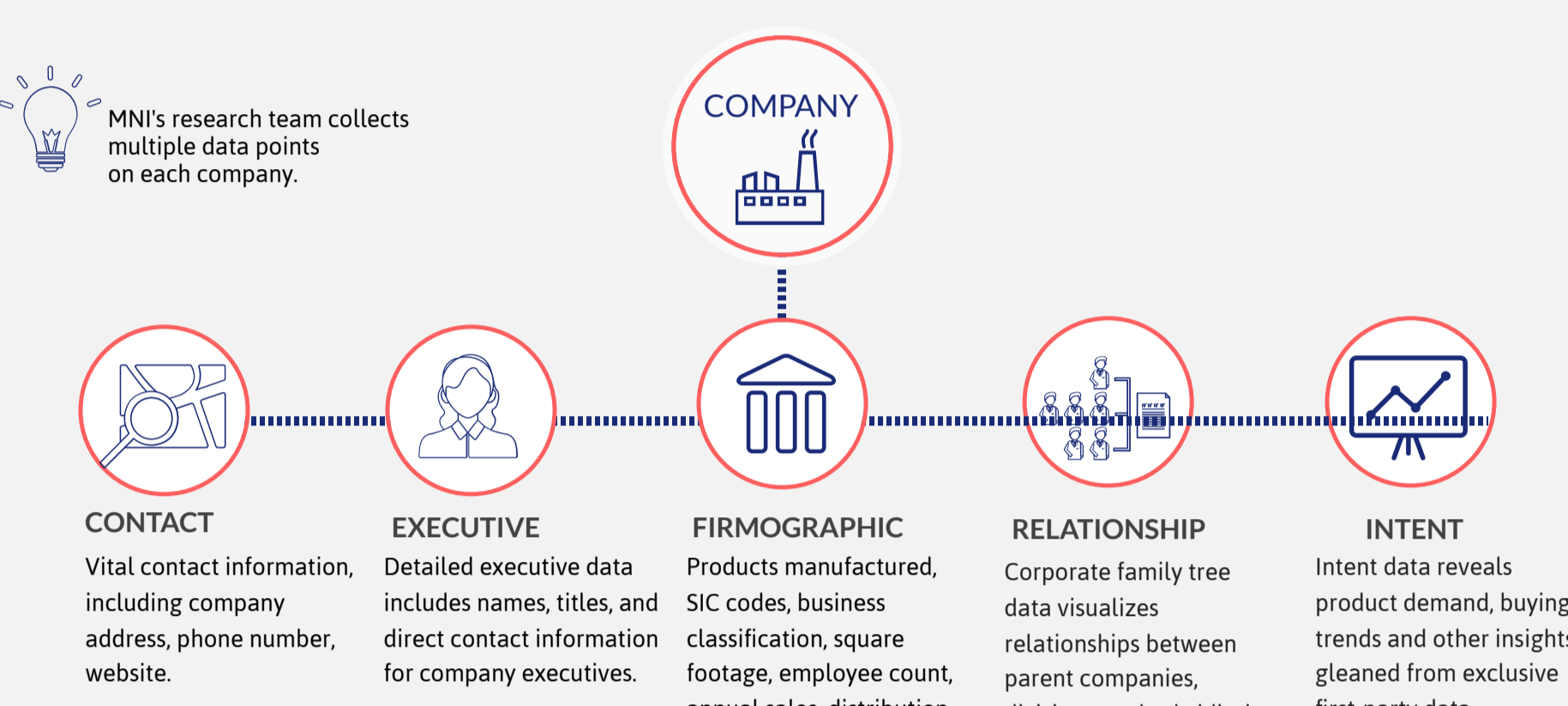
Companies are contacted multiple times per year by email to update their profile.

WEB RESEARCH

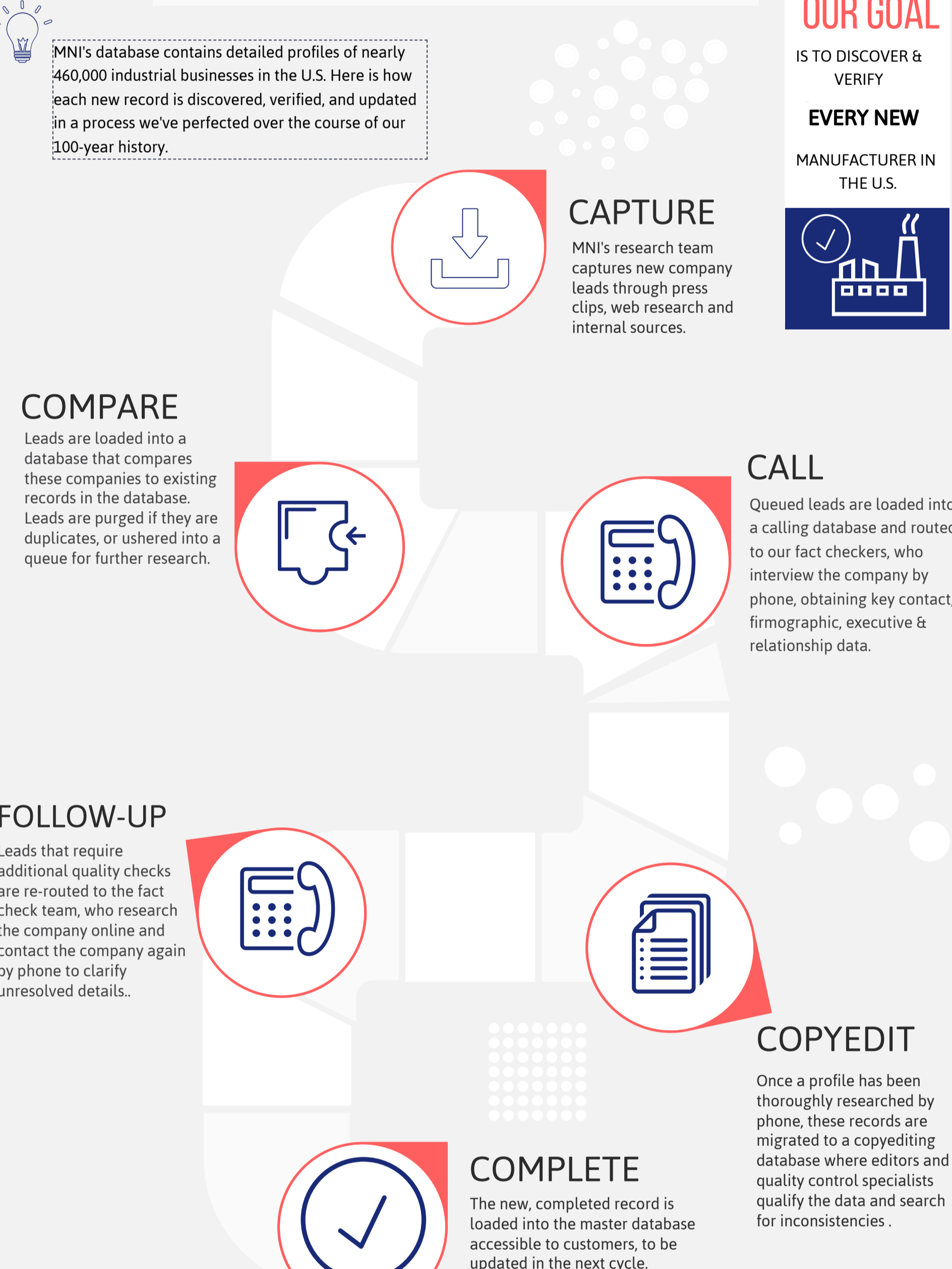
Companies are meticulously researched online by expert analysts.



THE DATA



THE PROCESS



OUR GOAL

IS TO DISCOVER & VERIFY EVERY NEW MANUFACTURER IN THE U.S.

THE COMPANIES IN OUR DATABASE ARE SUBJECT TO DIRECT VERIFICATION TO ENSURE ACCURACY.

EVERY YEAR

EMAIL 1

Companies are first contacted by email to confirm and verify the data currently in our system and to provide any changes.

NO RESPONSE

Companies that do not respond to the email questionnaire are sent another email questionnaire.

RESPONSE

Companies that respond to an email questionnaire are loaded into the queue for final processing.

EMAIL 2

EMAIL 3

CALL

Companies that have not responded to any email questionnaire are loaded into the system for calling. Researchers will make up to 3 calls.

CALL 1

CALL 2

CALL 3

COPYEDIT

Updated profiles are queued for final copyediting and proofreading.

RESEARCH

Companies that have not responded to either the email questionnaire or phone contact are relayed to the research team for follow-up.

SPOT CHECK

Profiles undergo rigorous spot checks before proceeding to final processing.

DELIVERABILITY CHECKS

Each company's email and mailing address is rigorously verified on a routine basis for deliverability.

Weekly ADDRESS CHECK

Every address in our database is Delivery Point Validated (DPV) and CASS Certified which ensures addresses are deliverable and formatted correctly for the U.S. Post Office.

Quarterly RELOCATION CHECKS

Every company is processed through the National Change of Address (NCOA) database to be notified of any company moves between our data updates.

4X/Year SUPPLEMENTAL ADDRESS CHECK

MNI sends mail to every company in the database to track returns and remove bad addresses before our customers do.

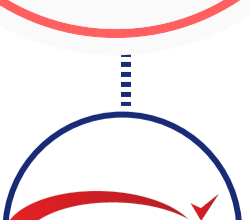
2X/Year EMAIL VERIFICATION

Every executive email address passes through up to three verification checks by a 3rd party service. Emails that cannot be confirmed are verified two more times by a separate 3rd party service to confirm deliverability.

COMPLETED RECORD



Buyers find suppliers on the industrial sourcing platform IndustryNet.



Completed profiles are loaded into a master database, powering MNI's suite of industrial solutions.



Sales and marketing professionals make direct contact with manufacturers through IndustrySelect, the industrial database.