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

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.



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.

COPY EDITORS

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

THE MISSION

FINALIZE

Process every change and every questionnaire thoroughly.

ACKNOWLEDGE

A guess is not a fact.

RESOLVE Call to clarify every problem.

EXAMINE

Be critical and question every ambiguity.

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.

DIRECT CONTACT

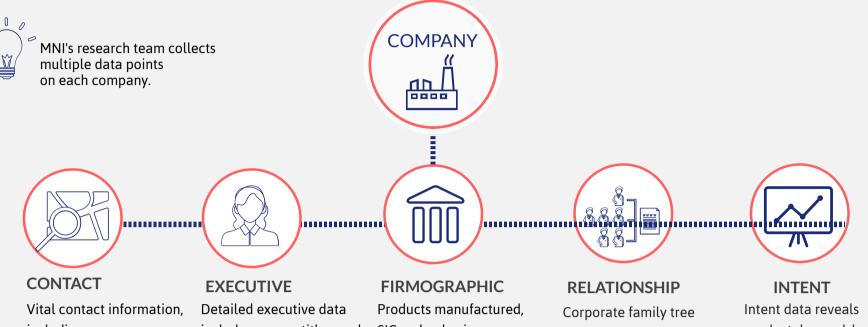
Companies are contacted directly by phone.

SMART VERIFICATION

Company profiles are authenticated using proprietary technologies for data verification and quality control.



THE DATA



including company address, phone number, website.

includes names, titles, and direct contact information for company executives.

SIC codes, business classification, square footage, employee count, annual sales, distribution

& more.

data visualizes relationships between parent companies, divisions, and subsidiaries.

product demand, buying trends and other insights gleaned from exclusive first-party data.

THE PROCESS

MNI's database contains detailed profiles of nearly 460,000 industrial businesses in the U.S. Here is how each new record is discovered, verified, and updated in a process we've perfected over the course of our 100-year history.

CAPTURE

MNI's research team captures new company leads through press clips, web research and internal sources.

our goal

IS TO DISCOVER & VERIFY

EVERY NEW

MANUFACTURER IN THE U.S.



COMPARE

Leads are loaded into a database that compares these companies to existing records in the database. Leads are purged if they are duplicates, or ushered into a queue for further research.

FOLLOW-UP

Leads that require additional quality checks are re-routed to the fact check team, who research the company online and contact the company again by phone to clarify unresolved details..





CALL

Queued leads are loaded into a calling database and routed to our fact checkers, who interview the company by phone, obtaining key contact, firmographic, executive & relationship data.

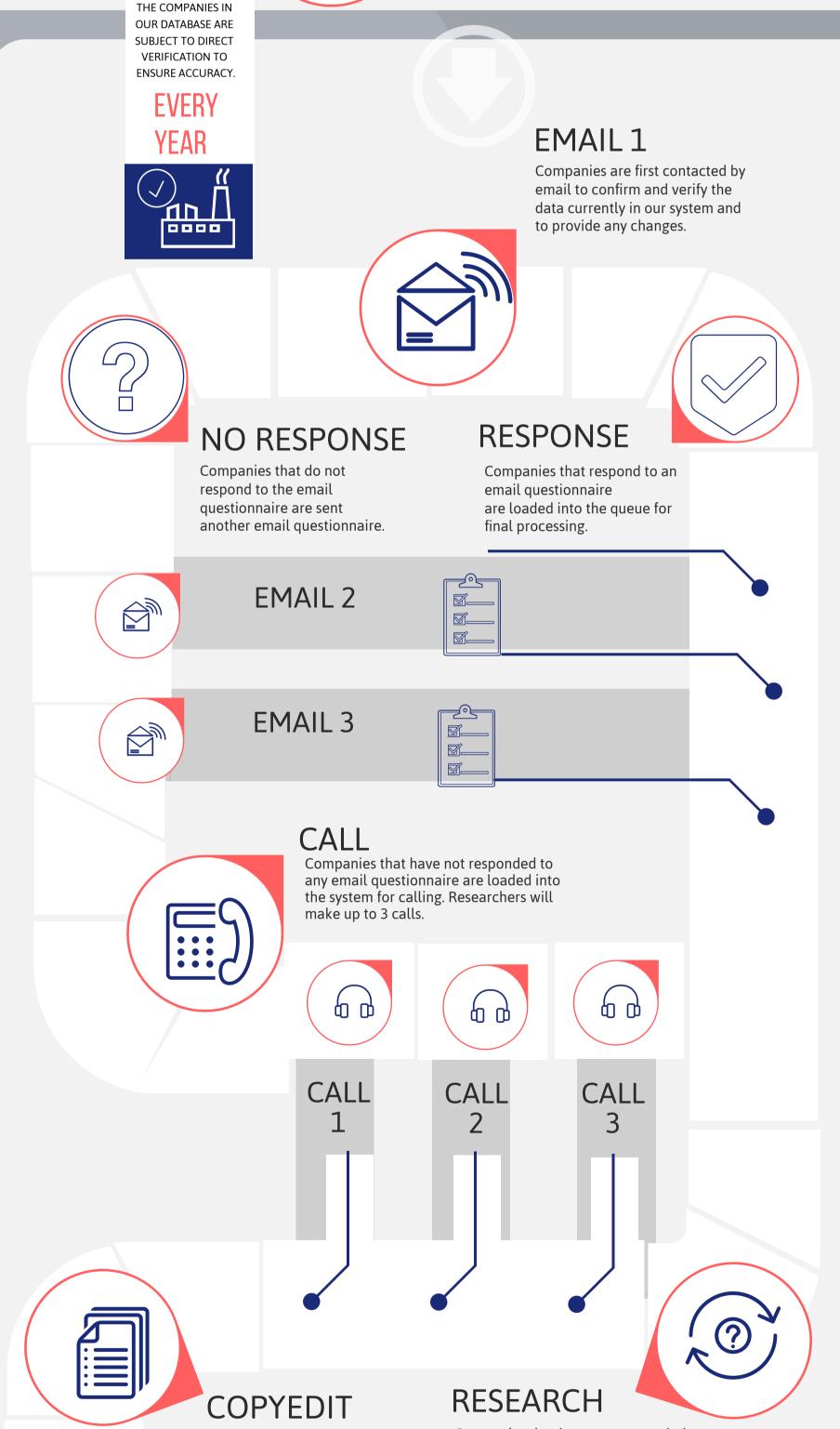


COMPLETE

The new, completed record is loaded into the master database accessible to customers, to be updated in the next cycle.

COPYEDIT

Once a profile has been thoroughly researched by phone, these records are migrated to a copyediting database where editors and quality control specialists qualify the data and search for inconsistencies.



Updated profiles are queued for final copyediting and proofreading.

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



DELIVERABILITY CHECKS

SPOT CHECK

Profiles undergo rigorous spot checks before proceeding to final processing.

Each company's email and mailing addressed 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.

industrial database.

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 Sales and marketing **Buyers find suppliers** Completed profiles are professionals make direct on the industrial loaded into a master contact with manufacturers sourcing platform database, powering MNI's through IndustrySelect, the IndustryNet. suite of industrial solutions.

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