

The Contacts You Need, Without the Clutter



InsideView data is selective by design, because we are relentlessly committed to relevance and reliability. We cover the companies and contacts that matter to your business – no fictitious companies and only contacts that affect buying decisions. It’s all about getting the contacts you need, without the clutter.

GET TO DECISION-MAKERS FASTER

We purposely focus our contact data on decision-makers and influencers. For some industries and market segments, that means we limit contact titles to director and above. For others, we may deliver lower level managers and supporting job titles known to be key influencers. The point is to save you from having to sift through lists of irrelevant names, because wasted time means wasted opportunities.

REACH TARGET CONTACTS AT TARGET COMPANIES

With InsideView, you won’t get the world’s largest database of companies – not even close. And that’s intentional. Why? Because fewer than 10% of registered businesses worldwide have enough purchasing power to be relevant business-to-business targets.



INSIDEVIEW COVERAGE:

InsideView delivers the companies that matter, with over 6.5 million companies in the U.S. According to [the most recent U.S. Business Census](#), only 6 million establishments have 5 or more employees.

In Europe, InsideView also focuses on the most meaningful companies, with over 4.8 million total companies. According to the [EU Eurostat](#), only 3.1 million enterprises have 5 or more employees.

In Asia Pacific, InsideView currently covers the top 271,410 companies, while coverage is more modest in the emerging markets of Latin America, Africa, and the Middle East.

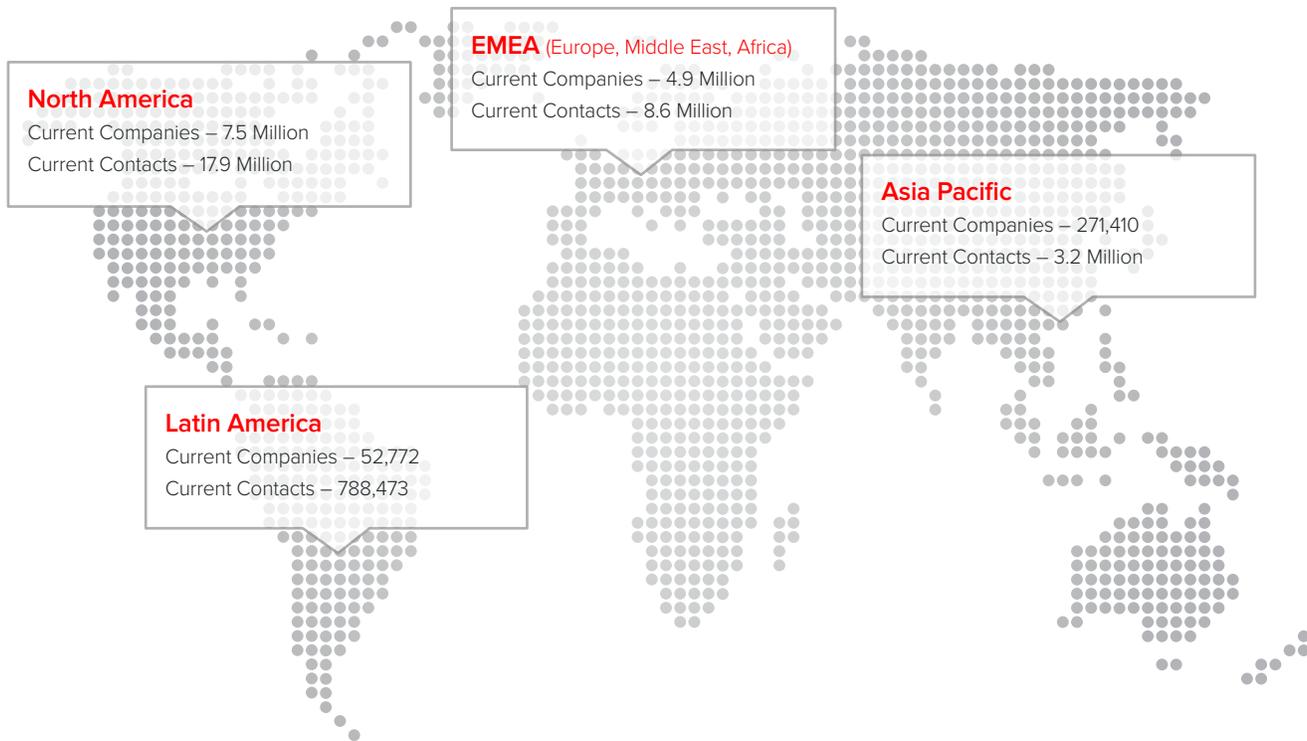
It should be noted that InsideView covers all publicly traded companies, regardless of size, across the globe, and we continue to explore emerging markets as local data sources evolve and market demands increase.

“BIG DATA” OR RELEVANT DATA?

InsideView Delivers Relevant Data.

	PUBLIC all sizes	PRIVATE 250+ emps	PRIVATE 50+ emps	PRIVATE 5+ emps
North America	✓	✓	✓	✓
Europe	✓	✓	✓	✓
Asia Pacific	✓	✓		
Latin America	✓	✓		
Africa/Middle East	✓	✓		

COVERING THE COMPANIES AND CONTACTS THAT MATTER WORLDWIDE



EXPAND YOUR GLOBAL REACH

As markets mature and reliable data become available, we expand our data pool, so you can extend your reach with confidence. During 2015, we increased the size of our contact database five-fold, focusing on the U.S. and Europe, with substantial gains in places like India and Australia, as well. And we'll continue to expand throughout 2016.

INCREASE PRODUCTIVITY THROUGH NOISE REDUCTION

Traditional data providers promise “most records,” believing that more is better. Yet such large databases include volumes of stale information, duplicates, low-level contacts, and, frankly, irrelevant records. Too many records decreases productivity, making it harder to find the businesses you want to do business with. InsideView is committed to reliability and relevance, only delivering active businesses and decision-makers with meaningful purchasing power.

InsideView powers the world’s business conversations. We triangulate data from over 40,000 sources and serve it directly into key sales and marketing systems. We deliver company and contact data, social and news insights, and business connections. We call this market intelligence. InsideView is headquartered in San Francisco.

Note: All numbers are rounded and current as of December 2016.