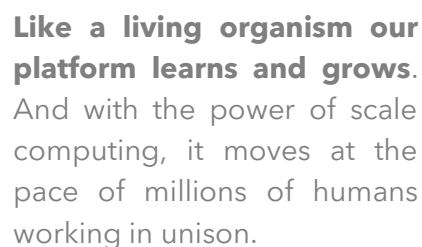


Nodus Analytics is a **B2B data platform of UK businesses**, that includes millions of buying signals that helps you find the companies who are most likely to buy from you. It contains information on over **7.2 million businesses**, including **1.2 million unincorporated businesses**. Nodus's data platform uses **machine learning** and **artificial intelligence (AI)** to constantly discover, profile, and monitor companies.



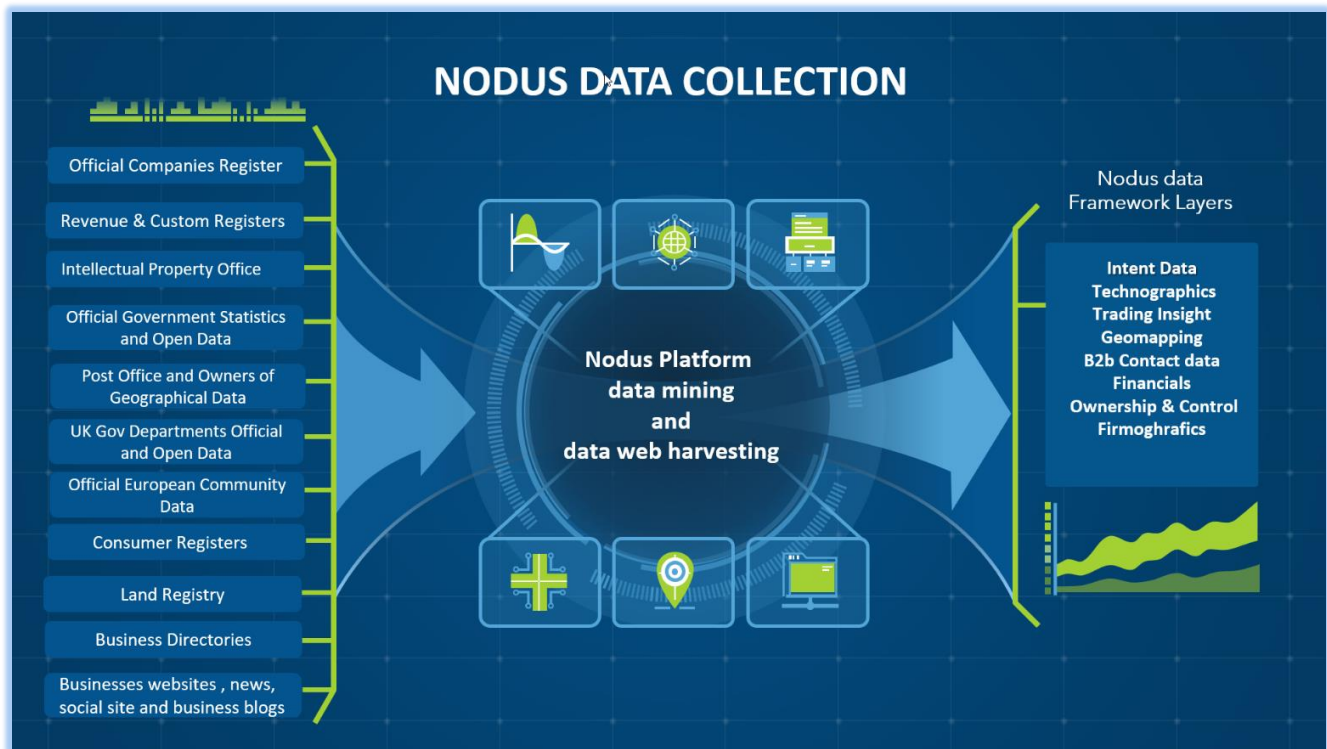
- Find new companies to target
- Find more information on companies you are talking to
- See all the companies in specific areas to boost activity in your sales territories
- Create better sales and territory plans
- Enrich and refresh your CRM system – seamlessly



COVERAGE + ACCURACY

Historically you have been forced to choose between data coverage and accuracy. Legacy data vendors which focus on accuracy can only do so for a small number of companies because they rely on humans for data collection and cleaning. And legacy data vendors which focus on coverage cannot deliver accuracy at scale.

With Nodus you do not have to compromise. Nodus uses deep learning and artificial intelligence to achieve unparalleled **accuracy and scale** and contains **high quality sales and marketing data**.



Our **web data integration** (WDI) identifies, extracts, prepares, and integrates data for consumption by business applications, analytics, and processes. **Nodus data collection** has an internal **sophisticated data modelling** elaborating on government data sources, publicly available records, self-reported consumer survey information, aggregated consumer panel and market research surveys and websites that have permission to share information about visitors, public records, and historical retail purchases.

NODUS DATA FRAMEWORK

Nodus Data Framework consists of **8 interconnected data layers**, each of which contains one or more specific data sections.

The modular structure at levels allows us a great flexibility in the data management process and working on the different phases simultaneously: **data ingestion, data fusion, data cleansing** and **data augmentation**.



It is true to say that every business is unique, bespoke data solutions are the need of the day. A niche business requires a niche solution to an extent where a pre-packaged dataset simply will not work. Not all businesses can generate results with off-the shelf data solutions.

In the consumer-led era the only way to garner results is with precision targeted campaigns focused on your core customer personas, and custom data has the power to boost your campaign efficiency for up to 60X. **With 300+ intelligence fields** custom-built to match your niche requirements, be rest assured of your multi-channel campaign efficiency.

BUILD YOUR B2B CUSTOM LEADS

Tell us about the marketing campaign you are planning, and we will get back to you promptly. Select your business focus, and get your dataset arranged accordingly, segmented by firmographics, regions and industry.

- Over 85% Accuracy on any list
- Matched to business objective(s)
- Region and industry segmented
- Pre-tested for quick delivery
- Organizational hierarchy added
- Simple and transparent data processing

