

Overview Guide: Profiler Data Service

This guide provides an overview of the Profiler Data Service by RingLead.

Profiler Data Service finds net-new contact data which can be used in your CRM or marketing automation system. Profiler delivers names, job titles, emails, phone numbers and professional bio information, and is the world's only real time Internet crawling engine. Profiler data mines information from web pages, news articles, directories, SEC filings, social networks, and more. It is backed by multiple patents and patents pending.

Input

Baker Tilly
bakertilly.com

Output

Name	Score	Title	Email	Phone	ST	City
Jean Mathews ★	950	CFO	jean.mathews@bakertilly.com	608-240-2661	WI	Madison
Catherine J Casey ★	950	General Counsel	catherine.casey@bakertilly.com	312-729-8144	IL	Chicago
David Capitano ★	950	Office Managing Partner, Central Pa, CPA	dave.capitano@bakertilly.com	70-927-4512	PA	Wernersville, Reading
Timothy L Christen ★	950	Chairman and CEO, CPA	tim.christen@bakertilly.com	312-729-8300	IL	Chicago
John P Nealon ★	950	Office Managing Partner, Northern Pa	john.nealon@bakertilly.com	570-820-0100	PA	Wilkes Barre, Ashley
Charlie Judy ★	950	Chief HR Officer	charlie.judy@bakertilly.com	312-729-8113	IL	Chicago
Jeffrey L Ferro ★	950	Executive Managing Partner, Northeast Region	jeffery.ferro@bakertilly.com	215-557-2203	PA	Philadelphia
Tammy Barboni ★	950	Chief Marketing Officer	tammy.barboni@bakertilly.com	612-876-4597		
Brandon D Andries ★	950	COO, CPA	brandon.andries@bakertilly.com	608-240-2474	WI	Madison
Kevin R Heppner ★	950	Regional Managing Partner, CPA	kevin.heppner@bakertilly.com	608-240-2532	WI	Madison
Todd Stokes ★	950	Office Managing Partner	todd.stokes@bakertilly.com	703-923-8236	VA	Springfield, Burke
Jeffrey R DeYoung ★	950	Office Managing Partner	jeffrey.deyoung@bakertilly.com	612-876-4500		
Alan D Whitman ★	950	Office Managing Partner	alan.whitman@bakertilly.com	248-368-8833	MI	Southfield, Novi
Jere G Shawver ★	950	Managing Partner, VA	jere.shawver@bakertilly.com	703-923-8672	VA	Springfield, Burke
Robert J Cianuffoli ★	950	CEO, CPA	bob.cianuffoli@bakertilly.com	215-972-2349	PA	Philadelphia
Wayne T Morgan ★	950	Partner, CA	wayne.morgan@bakertilly.com	414-777-5400	WI	Milwaukee, Wauwat
Ed Offerdinger ★	950	Executive Managing Partner, CPA	ed.offerdinger@bakertilly.com	703-923-8608	VA	Springfield, Burke

How the Profiler Data Service works

1. We start with a target list of companies

This list comes from you. Give us your tired huddled masses of data, yearning to be enhanced and we will bring it to the new world. If you don't have a list of companies, we have the best lead generation experts and they will help you with a target list.

2. We fill in the website URLs of your target companies (optional)

If you already have the website URLs, you can skip this step. Having the websites of your target companies is the basic DNA that powers the profiling process. The URL is the most important, and most underappreciated, field in a contact database. It is just as important to have a URL for a company as it is to have an email address for a person. There is an additional cost to this process, but it maximizes Profiler results.

3. We profile the website URLs

In real-time, we run Profiler, an application that mines data for information on the Internet. Unlike most services that charge you per contact, Profiler is priced by volume; or the number of companies researched. The benefit to you is disruptive pricing. For the same price as getting a single contact, with Profiler you can 5 companies, 50 companies, 500 companies, or even more. Website fill is a one-time process. Once you have the target websites, you can do a yearly — or even quarterly — Profiler refresh.

4. We consult with you on the results

Unless you have worked with Profiler before, you may not be reaching your sales and marketing potential. If you are targeting contacts with "HR" in their title, we are going to suggest to look for additional titles in the HR field, such as:

- Human Resources
- Payroll
- Benefits
- People
- Recruiter
- Talent
- Compensation

We can help you determine the best title filters to reach your target contacts.

5. We deliver the results

We will provide files for:

- **The entire list:** Includes unfiltered data with all contacts and no title filters.
- **A filtered, organized list:** The filtered data based on our consultation

By having the full file, you can always go back to the original file and pull out a new cross section of titles. We can also do this for you as a service, where we review the full data with you to optimize the filters before delivery.

What we need to start the Profiler Process

1. Perform a data test on 100 of your sample records:

A data test will show what results Profiler will get starting with your data. It starts by us running the website URL fill and Profiler 100 on random records that you give to us. When done we will review the results together. Making sure the sample really is random is important. ~~We don't want all the companies that start with "A".~~ If you need assistance in selecting the 100 records, our experts can help.

2. Send us your full list

The more data we are given, the better the end results will be. ~~If your goal is to add the data we provide back into your CRM, make sure each record has a unique identifier ID.~~ Your list should include:

- Unique identifier ID from Salesforce
- Company name
- Website URL
- Address
- City
- State

We can start the process with as little as a company name. If you are working with us on data services in addition to Profiler, check with your sales consultant on the right starting list requirements.

"Our expertise is the most valuable part of working with us. The more we understand about your goals, the more we can help."
— Donato Diorio, Founder, RingLead

Contact

sales@RingLead.com
www.RingLead.com
888-240-8088