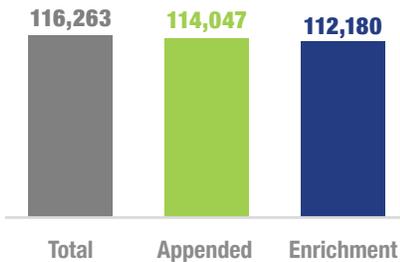


Data Quality Analysis

Overview



Total: Total number of records provided in original input file

Appended: Contact was enhanced by at least one level of cleansing, enrichment, compliance or recovery

Enrichment: Contact was enriched with additional information. See White Space tab for details

Email Risk



Black: Black: Known SPAM Traps, Honey Pots, High Frequency Complainers

High: Bad email and/or contact is no longer at company

Medium: Medium: Accept All email with no confirmation from contact validation via Contact/ Company Match and/or email has a domain ending in .edu, .gov and .org which have stricter email standards

Low: Successful email or Accepts All email with confirmation from contact validation via Contact/ Company Match

Personal: Personal email address, email follows contact regardless of whether contacts is current or out-dated

Recovery



Recovered B2B Emails
68

Recovered Good Emails
3,998

Recovered Contacts
12,450

Recovered Contacts: Contact reporting a different company than you are and we can recover at new company

Recovered Good Email: Contact is reporting the same company as you however, your email Failed or was Invalid Mailbox Syntax and Synthio was able to provide a good email

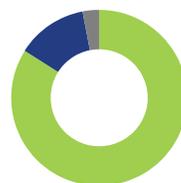
Cleanup



Email Cleanse: Remaining High Risk Emails and Black Emails

Duplicate Contacts: Total number of Duplicates

Compliance



2%
GDPR - European Union: 1,073

84%
All Remaining Countries: 39,062

TOTAL: 46,235

CASL: Contacts that reside in Canada and protected by the Canadian Anti-Spam Legislation

GDPR: Contacts that reside in the European Union and are protected by the General Data Protection Regulation

All Remaining Countries: Your Contacts that do not fall under CASL or GDPR Laws

Data Quality Analysis

Synthio's exclusive Data Quality Analysis is an advanced diagnostic tool that compares your contact database against Synthio's master list of 160MM+ records. Specifically, it identifies areas where Synthio can improve your overall data quality.

Enrichment: Provides the number of records in your original dataset that benefit from enrichment. Also included is a field-by-field fill rate on the relevant fields you would want for better segmentation.

Email Risk: An assessment of email addresses against employment history. This report provides in-depth analysis against known spam traps, malformed or incomplete records (High Risk), and high deliverability probability (Low Risk).

Recovery: Number of contacts that have moved companies for which Synthio has updated information. Also includes us recovering hard bounced emails to a working email.

Cleanse: Number of high-risk contact records which could be purged or archived from the database and the number of duplicates found in your data.

Ideal Buyer Profile: Analyzes your data to create an Ideal Buyer Profile to help you target the right companies and the right contacts so you can target the right people.

Buyer Builder: Identifies data conforming to your Ideal Buyer Profile in Synthio's master list that your contact database doesn't have. These are potential net-new buyers that you aren't reaching today.

ABOUT SYNTHIO

Leading global brands improve their prospecting performance and sales conversion rates by using Synthio's contact data management platform. With our data health analysis and self-service functionalities, marketers can build, refresh, cleanse, and append data sets on the fly. The data are then continuously refined to ensure integrity. Even more, they appreciate that we follow the person, not the company. With Synthio, you know you're constantly in contact with the right person, allowing you to reach your desired audience with the most effective message.

