Data matching in Explorium

In a survey commissioned by Explorium, the number one challenge to using external data was data preparation and integration. A large part of the data preparation and integration process is data matching and entity resolution. Explorium's platform and approach to external data aims to solve this problem and make external data more accessible within organizations and scale its use.

Explorium unlocks insights and drives competitive advantages

A clear, intelligent strategy for using external data provides a competitive edge, however evaluating and purchasing data from multiple providers consumes significant time and budget. Explorium is an ideal solution for organizations looking to enhance their data and analytics strategy with external data but aren't quite sure what they need yet. Connect and explore multiple data sets, including financial information, workforce trends, business reviews/ratings, identity validation, web traffic, and more.

Explorium's entity resolution capabilities allows you to enhance and enrich internal data with confidence, adding context for more in depth insights. Explorium has data across three main categories: businesses, individuals, and locations. This data is gathered from a mix of public, premium, and proprietary sources and evaluated regularly on several criteria to understand the strengths and weaknesses of each data set. By combining multiple data sets together we consolidate the strengths of each and minimize weaknesses. These ongoing evaluations improve the quality of data available in the platform and increase both our accuracy and coverage, ensuring higher match rates. Additionally, Explorium uses a variety of advanced techniques, including deterministic and probabilistic algorithms to match data accurately. The combination of broad data sets and advanced algorithms provides a more holistic perspective on the data you are enriching, this in turn improves the ability to do matching.

Explorium continuously evaluates and iterates data matching improvements between data sets to maximize data utilization. More information can be found in our product documentation or Contact Us to learn more.

Key benefits

Impactful insights through data matching

Using a combination of data sources helps achieve a higher match rate. Enriched data drives more impactful insights and improves business decisions.

Actionable data

By accelerating the data matching and enrichment process across disparate data you unlock new opportunities and find competitive advantages.

Your data remains secure

A successful data enhancement strategy demands world-class security and privacy.
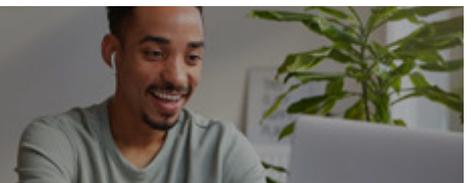
Explorium is a leader

Explorium is the world's first external data platform that brings together relevant external data in a single platform, making it accessible and usable.

Imagine if you could enrich your internal data with disparate data across businesses, individuals, and locations. The result would be an entirely new, more robust data set that could be used to identify new audiences, refine customer segmentation, or boost data science models by making them more accurate. This is what happens when organizations tap into the power of Explorium's platform.

About Explorium

Explorium provides the first External Data Platform. It combines relevant data to help generate new data sets focused on specific industries or regions for lead generation purposes. Enrich internal data with thousands of relevant signals, such as business credit scores, payment history, foot traffic data, website data and business ratings. The data is ready immediately for reporting and data science, no data wrangling, matching, or integrating required.
Explorium removes roadblocks to finding and acquiring external data. With faster, better insights from their models, organizations across consumer goods, fintech, insurance, retail and e-commerce increase revenue, streamline operations and reduce risks.

EXPLORIUM

www.explorium.ai