

3 Simple Steps to Kick Start Your Analytics Project with Explorium Audiences



No data, No problem

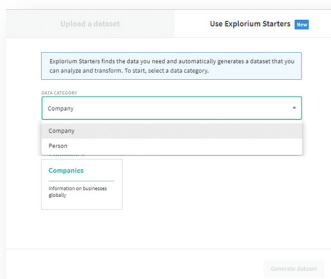
If you're facing challenges of limited or non-existent data to kick start your advanced analytics program, then Explorium Audiences is for you. This new capability in the [Explorium External Data Platform](#) instantly generates a targeted dataset that can be used to kick off machine learning, analytics projects or sales and marketing campaigns.

With Explorium Audiences, data and analytics teams can pilot a new analytics program in an inexpensive sandbox, marketing and sales operations teams looking to enter a new market or territory can quickly identify their audiences, and data science teams can intake world data assets without the pain of procurement.

Find and access your dataset with 3 simple steps

Follow these steps to set up your desired dataset.

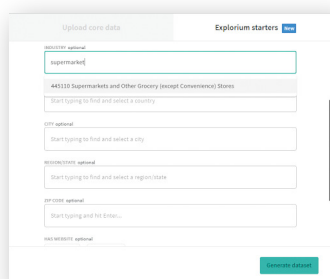
1



Select Your Audiences:

Select the data category and the type of dataset to generate (companies or people)

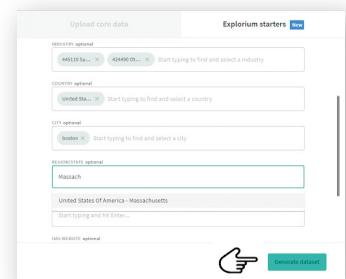
2



Choose the filters for the desired dataset:

location (country, state, city, etc.), industry, workplace, etc.

3



Click "Generate dataset"

to start working on your new dataset

Easily enrich, prepare and integrate your dataset

Once the dataset is generated, you can enrich your data with the most relevant external data signals out of thousands of curated signals Explorium collects from premium data providers, public sources and proprietary algorithms. The platform also provides a variety of inbuilt transformations for filtering, cleaning, and preparing the data for analysis. Finally the enriched, ready dataset can be easily integrated into analytical and operational applications. Integration options include:

- Direct integration with your advanced analytics systems such as Google BigQuery, Azure Blob, or Snowflake
- Exporting the dataset in CSV format
- Using Explorium open API to access the dataset from a variety of 3rd party systems

Summary

Explorium Audiences allows data analysts, marketing and sales operations leads to automatically find and access datasets such as potential business leads, partners, and competitors across industries. Customers are able to:

- **Unveil new opportunities to increase revenue:** access a total universe of potential prospects, customers, and partners to target.
- **Accelerate analysis and results:** automatically upload and quickly enrich externally sourced data relevant to your business
- **Kickstart your project from scratch** - generate the core dataset to explore, enrich, transform, and export- even if you don't have an initial dataset

Click to try it yourself

About Explorium

Explorium provides the first External Data Platform to improve Analytics and Machine Learning. Explorium enables organizations to automatically discover and use thousands of relevant data signals to improve predictions and ML model performance. Explorium External Data Platform empowers data scientists and analysts to acquire and integrate third-party data efficiently, cost-effectively and in compliance with regulations. With faster, better insights from their models, organizations across fintech, insurance, consumer goods, retail and e-commerce can increase revenue, streamline operations and reduce risks. Learn more at www.explorium.ai.