



A deeper level of
digital domain expertise.

2026 SOLUTIONS GUIDE

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LETTER FROM OUR FOUNDER AND CEO

Profound Networks continues to execute on our strategy of driving value by mapping enterprise digital assets to legal entities. It remains our strong view that the B2B world must be understood in terms of legal linkage and digital linkage. Profound has carved out a unique position in connecting these two dimensions, solving a wide array of business challenges across industries.

Mapping digital data assets such as Domains, IP Addresses, and B2B Email addresses to legal entities unlocks significant value ranging from compliance to marketing, with use cases including KYB (Know Your Business) client, technographic and firmographic enrichment, cyber security risk assessment, sanctions screening, modeling, and more.

We've launched Ultimate AI, our most ambitious data asset since our founding 2005. Built on the fusion of 280 million domain-keyed DBI profiles and tens of billions of cybersecurity signals across a decade of historical data, Ultimate AI provides a machine-readable data asset comprised of digital signals on the infrastructure and cyber security of virtually every online entity, including corporations, educational institutions, non-profits, military and government networks worldwide.

Ultimate AI, the machine-readable training data set, together with our scoring engine TAM Builder, power a new generation of models. We have hundreds of models including:

- Website Risk and Cloud Native Company Scores
- Fastest growing private companies globally
- Ideal client profiling and client risk modeling

We've also launched Resolution Driver, a platform designed to detect and correct mismatches in legal and digital linkage. This breakthrough product helps clients maintain high-fidelity relationships between their client master data and real-world digital activity. The combination of digital and legal hierarchies mapped to each other unveils discrepancies that otherwise remain hidden, resulting in higher data fidelity across the enterprise. We've also secured a flagship client who will be the first to benefit from a vastly improved unified legal and digital database.

To support scalable enterprise workflows, we deployed new APIs including Domain to Orbis ID and Domain to BvD ID, leveraging our digital linkage graph in conjunction with Moody's IP-based legal identifiers. These integrations help our mutual clients unify records, enhance entity resolution accuracy, and improve data onboarding pipelines.

We remain committed to driving growth in enterprise solutions by listening carefully to our clients' most pressing challenges, delivering high-quality data products that are actionable, secure, and robust, and support our clients across financial services, insurance, cybersecurity, B2B marketing, and compliance industries.

Thank you to our clients and partners for the trust you place in us. We look forward to another year of solving difficult problems and unlocking valuable insights together.

*With kind regards,
Blake Sitney, Founder and CEO
Profound Networks, LLC*

trusted

by top global companies

Profound Networks helped Moody's Analytics to create a digital footprint of a company's Internet presence to complement the more traditional view of its corporate structure, so we can offer our customers a holistic view of the company's assets.

Beth Jacaruso
Head of Content Strategy, Moody's Analytics, Data Solutions



We have had such a positive experience working with Profound over the past 5+ years. The team at Profound has always been very responsive with quick turnarounds on all requests. They have provided us new innovative data opportunities when solutions align and have been proactive keeping our partnership going! Would definitely recommend working with Profound.

Laura Branham
Senior Systems Engineer, Adobe



Profound helps us keep our data strategy and operations cutting edge with their products and services. The consultative engagement gives us access to highly experienced data experts that can help us be successful and improve our strategy and use cases.

Sean Beierly
Global Insight & Analytics, Advanced Analytics Team, Cisco





Profound empowers organizations within the technology, insurance, financial services, and AI sectors to identify sales and marketing opportunities, uncover hidden risks, enhance underwriting, benchmark digital maturity, and train next-generation models. With seamless integration, rigorous compliance, and our unique solution architecture, Profound is your trusted domain expert helping you unlock the full value of the digital world.

Profound is now redefining data intelligence with Ultimate AI—the most comprehensive, continuously updated machine-readable dataset that maps the cyber and digital infrastructure of over 280 million global domains. Powered by more than 1 trillion signals and 10 years of historical data, Ultimate AI serves as a *Virtual Census of the Internet*, delivering unparalleled depth and precision for risk modeling, AI development, and private market insight.

Discover a Deeper Advantage

We comprehensively track public Internet-facing networks, recording growth and decline over given periods of time. But our business intelligence is much more than just static data. Our dynamic service keeps your database current with the latest technographic details to maximize ongoing value.

Profound can support specialized data research to meet your individual needs. These include identifying specific competitive installation details, tracking technology upgrades, leveraging custom algorithms and machine learning techniques, Big Data manipulation/processing, and real-time API workflows. Our clients leverage this intelligence to make the best fact-based decisions with an unparalleled degree of confidence. Profound can help organizations:

- › Identify and prioritize companies based on the growth of their network and the sophistication of their digital footprint
- › Monitor a company's public network activity to better identify marketing and sales opportunities
- › Drive more robust segmentation with specific data points to create an ideal prospect or client profile
- › Generate custom trigger programs to increase prospect engagement or track material changes to network risk profiles
- › Determine cloud outsourcing migration, e-commerce capabilities, and better identify and target display ad audiences
- › Map digital corporate linkage by matching domains to enterprises
- › Identify web visitors by their business IP address to achieve differentiation of content for customers vs. prospects
- › Track the growth trends of DNS, subdomain, and backlink growth to identify correlations in public and private companies to support investment opportunities and risk assessment

AT A GLANCE





Digital Entity Resolution

An accurate, repeatable process to globally map physical data to digital assets.

THE ULTIMATE SOLUTION FOR MASTER DATA MANAGEMENT

Are you struggling with the complexity of matching digital data in your enterprise? Do you find it challenging to link and integrate data from multiple sources such as email, domains, URLs, and IP addresses? **Digital Entity Resolution (DER)** will not only meet all these needs but will also revolutionize your data management process.

Unlock the power of your data

DER is designed for enterprise companies in the technology, telecom, and financial services arena, and other companies that require matching digital data to business IDs. It's the ultimate solution for unlocking the power of your master data.

Trusted quality that keeps you ahead of market trends

DER has established a track record for fundamentally upgrading domain linkage to enterprise data-bases. It is set apart from competitors with its unique functionality to maintain domain-to-B2B record data over time. This includes tracking domain redirects and evaluating if they are merely domain name changes or a signal of a merger or acquisition. In the case of domains producing an error or redirecting to a "parked" website, this can flag potential credit risk or a downturn in business operations. With DER, you can trust that your B2B data is of the highest quality and stay ahead of market trends.

We observe 46.5 million domains that currently redirect. Among many valuable features of DER, redirect tracking is an important one. There are several reasons a website domain will redirect:

- Acquisition: A digital signal of M&A activity.
- Business dissolution: If a viable website redirects to a "parked" domain, such as hugedomains.com, this can be a risk factor indicating a downturn in business operations.
- Company name or website domain name change: A company may redirect to a new domain if it finds a better one representing its brand.
- Redirect to social media: Some companies decide to position their online presence on a social media such as Facebook.com, Yelp.com, LinkedIn.com, etc. These are tracked and flagged accordingly as "B2B URLs."

	hugedomains.com	4,909,881
	tumblr.com	2,807,566
	freenom.com	2,465,975
	afternic.com	1,961,400
	dan.com	1,258,941
	google.com	611,765
	sedo.com	545,583
	godaddy.com	529,605
	buydomains.com	505,450
	replit.com	301,787
	microsoftonline.com	258,933
	facebook.com	248,599

DER bridges the gap between the physical location of a business with their digital online presence—typically the website domain. Linking the two—the physical location with the digital—unlocks a wealth of value and numerous use cases. The domain is more than a B2B attribute; it is an organizational level match key.

DER combines a domain linkage library and a platform that maps unique business location and identifiers to that organization's website domain. The B2B identifiers may include one or more of the following:

List of Company
Names & Addresses

D&B D-U-N-S™ WorldBase

(processor's agreement required)

BvD Numbers & ORBIS-IDs

(processor's agreement required)

Experian BIN

(processor's agreement required)

There are three DER Components:

Domain Append

Domain Grades

The Ultimate
Domain Library®

Proven results

Moody's Analytics, a global information company, tripled domain coverage in their 400 million record ORBIS database by leveraging DER. This resulted in the opening of selling propositions with millions of dollars in new revenue streams. DER not only fills gaps within domain coverage but also confirms accurate domains, replacing incorrect ones, and maintaining the linkage between B2B records and domains over time.

A smooth integration to deeper analytics

In addition to its innovative platform, DER also offers additional service offerings. We provide deep analytics to measure and quantify the improvements in your data matching, providing valuable insights to enhance your business strategies. And our consultative approach ensures a smooth integration and a successful outcome for your business.

Built for future needs

DER has exciting plans for the future. We have developed DARE, and have operationalized domain acceptance based on logical rules. This enhancement will further streamline and automate the domain matching and acceptance process, maximizing the benefits and efficiency of using DER.



USE CASE

Use Case: Domain Maintenance

B2B data companies often overlook the mapping of domain to legal entity. The reason is that the domain is included with third party data that often does not get checked or maintained for quality. DER provides a level of quality control to that mapping and ensures a much better result.

As an example, DER processed a large global file of hundreds of millions of legal entities. The result produced a file with 77 million total domains including input domains and what DER found. We discovered significant quality and coverage issues with the input domain mapping and developed this report card:

Action	Count	%
Input	77,990,324	100%
Confirmed	26,853,605	34.43%
add	6,701,256	8.59%
keep	14,841,312	19.03%
replace	2,699,091	3.46%
remove	26,695,542	34.23%
research	199,518	0.26%

Confirmed: 34.43%

The percentage of records where the input domain and the DER domain are accurate

Add: 8.5%

The number of new domains that were added to records where there was no domain, filling in gaps.

Keep: 19%

These domains had valid indicators in which DER recommended to keep those domain mappings since no better domain was found.

> Replace 3.4%

The number of domains in which the domain in the input file was indicated to be incorrect and DER found a solid replacement domain.

> Remove 34.2%

26 million domains were assigned to entities where there was no viable domain. These include entities that are out of business, or entities such as financial instruments (REIT's, trusts, shell companies, etc.) with no viable domain. For these records, DER recommended to remove their domain mappings.



USE CASE

Use Case: Redirect Analytics

Part of the DER process includes tracking domain redirects to its ultimate endpoint. We broadly classify redirects into 3 groups: **Parked**, **B2B_URL**, and **Active**.

Count	Redirect_Domain	Redirect_Quality	Count	Redirect_Domain	Redirect_Quality
72,754	hugedomains.com	parked	5,144	credit-agricole.fr	active
28,664	dan.com	parked	4,671	gov.br	active
26,952	afternic.com	parked	4,608	timeweb.ru	active
13,537	godaddy.com	parked	4,521	truist.com	active
11,201	google.com	parked	4,224	sodexo.com	active
10,560	reg.ru	parked	4,203	instagram.com	b2b_url
10,183	banco.bradesco	active	3,770	farmers.com	active
9,217	selectsc.com.au	active	3,536	google.com	active
8,858	google.com	b2b_url	3,265	ls.gov.rs	active
8,676	facebook.com	b2b_url	3,229	aftermarket.pl	parked
8,490	domainmarket.com	parked	3,191	circlek.com	active
8,234	perfectdomain.com	parked	3,157	uniaobrasil.org.br	active
8,051	t-mobile.com	active	3,141	vie-publique.fr	active
7,260	transformco.com	active	3,070	squadhelp.com	parked
6,803	caixa.gov.br	active	2,964	verizon.com	active
5,549	domainname.ru	parked	2,812	choicehotels.com	active
5,532	vistaprint.com	active	2,803	td.com	active
5,440	wyndhamhotels.com	b2b_url	2,746	sedo.com	parked
5,259	mvgm.com	active	2,519	marriott.com	b2b_url

> Parked

A general classification for domains that are no longer managed by a distinct business, but controlled by a Domain Registrar, Parked, or other very low value designation. Domains that redirect to a "parked" domain may indicate a downturn or closure of the business. A signal useful for risk/credit decisioning models.

> b2b_url

Represents a domain that redirects to a social media platform or marketplace and no longer manages their own unique domain. As an example, in a recent update, we see **healthyskoop.com** now redirects to amazon.com/HealthySkoop/

> Active

Indicates a bona-fide redirect. These occur for several reasons:

- The company found a preferable domain
- The company changed its business name and its domain
- An indication of corporate activity: M&A or Divestiture

As an example, in a recent update, we see the following domains now redirect to oracle.com and cisco.com:

Domain	Redirect Domain	Domain	Redirect Domain
meraki.com	cisco.com	oci.com	oracle.com
broadsoft.com	cisco.com	micros.com	oracle.com
lancope.com	cisco.com	ath.cx	oracle.com
fluidmesh.com	cisco.com	dynalias.org	oracle.com
broadhop.com	cisco.com	dyn.com	oracle.com
julysystems.com	cisco.com	purewellness.com	oracle.com
sedonasys.com	cisco.com	aconex.com	oracle.com
memoir-systems.com	cisco.com	taleo.com	oracle.com
cloudlock.com	cisco.com	tekelec.com	oracle.com
cloupia.com	cisco.com	talari.com	oracle.com
virtuata.com	cisco.com	bluekai.com	oracle.com
ciscofel.com	cisco.com	opower.com	oracle.com
getcloudcherry.com	cisco.com	taleo.net	oracle.com
ilinc.com	cisco.com	toatech.com	oracle.com
meraki.cn	cisco.com	nor1.com	oracle.com
threatgrid.com	cisco.com	endeca.com	oracle.com
ubiquisys.com	cisco.com	gobalto.com	oracle.com
whiptail.com	cisco.com	maxymiser.com	oracle.com
dashbase.io	cisco.com	mine.nu	oracle.com
kennasecurity.com	cisco.com	monolith-software.com	oracle.com
luxtera.com	cisco.com	datalogix.com	oracle.com
meraki.net	cisco.com	grapeshot.com	oracle.com
parstream.com	cisco.com	multum.com	oracle.com
pistoncloud.com	cisco.com	dyndns.info	oracle.com
synata.com	cisco.com	micros-retail.com	oracle.com

When a Domain redirects to a “B2B_URL”, we indicate that this is the new digital location for that business and flag these records accordingly. Here are some global examples:

Name (Local)	Country ISO code	DOMAIN	B2B_URL
AGRAR-SERVICE-TEAM GMBH & CO. KG	DE	agrar-service-team.de	https://de-de.facebook.com/ASTbestesteam/
PARAISO EVENTOS CULTURAIS LTDA	BR	chacaraparaíso.com.br	https://pt-br.facebook.com/chacara.paraíso.balsanova/
PROP GUNS SINGAPORE	SG	16by9productions.sg	https://www.facebook.com/16by9productions
ABC SERIGRAPHIE	FR	abcserigraphie.com	https://www.facebook.com/ABCserigraphie
THE ANNEX BAR & GRILLE.	US	annexbar.com	https://www.facebook.com/annex.bar.18
BROSSHOES SOCIEDAD LIMITADA.	ES	brossshoes.com	https://www.facebook.com/brossshoesCompany
BURINOX	FR	burinox.fr	https://www.facebook.com/burinox
DISAVEL DISTRIBUIDORA DE ABRASIVOS CASCAVEL LTDA	BR	disavel.com.br	https://www.facebook.com/disavel.disavel
DISPARITY GAMES PTY LTD	AU	disparitygames.com	https://www.facebook.com/disparitygames
FLUID MARKETING PTY. LTD.	AU	fluidmarketing.com.au	https://www.facebook.com/FluidMarketing.com.au
HENLEY BOWLING CLUB INC	AU	henleybowlingclub.com.au	https://www.facebook.com/Henleybowls/
TARLO RURAL FIRE BRIGADE	AU	tarlo.com.au	https://www.facebook.com/tarlofs
CONSULTING IN ACTION	SG	consultinginaction.com	https://sg.linkedin.com/in/ciazhikai
ALQUIER COMMUNICATION	FR	alquiercommunication.fr	https://www.linkedin.com/company/alquier-communication/
AMSANTIX PTE. LIMITED	SG	amsantix.com	https://www.linkedin.com/company/amsantix-pte-ltd/
BELL VENTURES GMBH	DE	bell.ventures	https://www.linkedin.com/company/bvgmbh/
DDC SERVICOS DE ENGENHARIA LTDA	BR	ddcengenharia.com.br	https://www.linkedin.com/company/ddcengenharia/
SABBRE EXPERIENCE LTDA	BR	sabbre.com.br	https://www.linkedin.com/company/sabbreexperience/
DAKOMODA INC	US	dakomoda.com	https://www.amazon.com/dakomoda
EYECANDY DECALS	US	eyecandydecals.com	https://www.amazon.com/eyecandydecals
GOOD MANORS LIVING LLC	US	goodmanorsliving.com	https://www.amazon.com/goodmanorsliving
PRO IMPACT SPORTS INC	US	proimpactsports.com	https://www.amazon.com/proimpact

The businesses above have decided to position their online presence with a social media platform such as Facebook.com, LinkedIn.com, TikTok.com, Instagram.com, and many others.

Other domains position their online presence on eCommerce platforms such as amazon.com, ebay.com, etsy.com, Alibaba.com, and hundreds of others.

There are niche industry ecommerce platforms such as slicelife.com—this site provides ecommerce infrastructure exclusively for pizzerias. For example, gardenpizza.biz now redirects to https://slicelife.com/restaurants/ma/milford/01757/garden-pizza-milford/menu this level of depth and insight is one of the many unique differentiators that provide our clients with superior domain mapping and digital entity resolution.

As of 2024, the total number of registered domain names in the WHOIS database is approximately 471,000,000. This figure includes a wide range of top-level domains (TLDs) registered across various countries and by different registrars. The data reflects the cumulative registrations over time, encompassing both active and inactive domains.

For further detailed statistics on domain registrations, including breakdowns by TLD types, countries, and registrars, you can refer to comprehensive domain statistics platforms like Domain Name Stat and Whois Data Center.

Note: Profound only evaluates domains that have a DNS name server. This limits the total universe of domains to approximately 280,000,000.



CASE STUDY: DIGITAL ENTITY RESOLUTION

Business Application: Domain Accuracy and Entity Resolution

Customer: Enterprise Technology Client

Situation

The enterprise technology client, a global leader in technology solutions, manages an extensive database of customer and prospect records. However, inconsistencies in domain data—such as missing, outdated, or incorrect domains—led to several operational hurdles:

- **High Email Bounce Rates:** Inaccurate domains resulted in failed email deliveries, hampering marketing campaigns and customer outreach.
- **Fragmented Account-Based Marketing (ABM):** Without reliable domain linkages, territory planning and segmentation were inefficient, leading to missed opportunities in sales targeting.
- **Compliance and Data Governance Issues:** Manual validation processes for fringe cases consumed resources, while low-confidence records required extensive review, delaying actionable insights.
- **Overall Data Inefficiency:** With a dataset including thousands of records, the client needed a scalable solution to verify and upgrade domains without disrupting existing workflows.

These challenges underscored the need for a transparent, automated system to resolve digital entities accurately and at scale.

Solution

- Profound Networks' DER platform was selected for its infrastructure-first approach, leveraging proprietary algorithms to match physical business locations to primary domains. Unlike contact-centric tools, DER focuses on domain validation as the foundational key for organizational mapping.

DER Implementation Included:

- **Domain Append and Validation Process:** DER processed the client's input files through a six-step workflow, including match flag generation (T for true, F for false, P for partial) and confidence scoring on a scale of 1-10. This ensured every recommendation was explainable and tied to specific data points
- **DARE Engine:** The Domain Acceptance Rules Engine (DARE) applied 58 logical rules to compare existing "Gold" domains with newly appended "DA" domains, recommending actions like keep, replace, or remove with full transparency.
- **Integration with Ultimate_Domain Library®:** Hierarchical domain mapping linked related domains, providing a comprehensive view of organizational digital footprints without relying on physical locations alone.
- **Batch API Deployment:** Hosted at <https://der.domainappend.io>, the API handled UTF-8 CSV files securely, enabling batch processing with status monitoring and gzip-compressed outputs for efficient integration into the client's CRM systems.

The project analyzed over 25,000 records, focusing on high-confidence outputs for immediate CRM ingestion while flagging lower-confidence items for light review.

Results

The DER deployment yielded impressive outcomes, directly addressing the client's pain points and unlocking new business value. Through this collaboration, Profound Networks empowered the enterprise technology client to elevate their data infrastructure, turning domain challenges into competitive advantages. This project exemplifies how DER can drive tangible improvements in data quality and operational efficiency for enterprise-scale organizations. For similar results, contact Profound Networks to explore a proof-of-concept tailored to your needs.

Key Takeaways

- **Scalable Accuracy:** DER's transparent rules and confidence scoring automated what was once a manual, error-prone process, delivering high-quality domains for 87% of records.
- **ROI-Driven Insights:** The platform's focus on empirical data validation provided the client with a deterministic foundation for master data management, far surpassing aggregated third-party sources.
- **Strategic Differentiation:** Integrating with Profound's broader ecosystem, including the Ultimate_Domain Library®, positioned the client for advanced applications like technographic segmentation and risk assessment.



CASE STUDY: (CONTINUED)

Key Performance Indicators

- High-Confidence Records: 5,841 with scores ≥ 8 , primed for immediate CRM integration.
- Domains Upgraded: 2,224 through targeted replacements, enhancing data accuracy.
- Manual Review Efficiency: Only 1,123 records flagged for removal or research, minimizing manual effort.
- Business Outcomes: Reduced email bounces, strengthened ABM, and improved territory planning, supporting the client's sales and marketing use cases.
- Impact on IT Resources: Reduced number of IT tickets that came from sales to IT on incorrect domains assigned in master database & increase salesforce confidence

By upgrading stale domains and providing explainable recommendations, DER enabled the client to consolidate customer records more effectively, fostering better segmentation and compliance.

Confidence Score Breakdown

DER assigned confidence scores to 13,650 records, with a strong emphasis on reliability. High-confidence tiers (scores 8-10) covered 5,841 records, ready for direct use, while moderate-confidence records (score 6) added 6,251 more with minimal review.

Confidence Score	Records	Share %
10 (Perfect)	735	5.4%
9	75	0.6%
8	5,031	36.9%
7	1,313	9.6%
6	6,251	45.8%
4	245	1.8%
Total	13,650	100%

Action Category Analysis

Across 25,464 records, DER recommended targeted actions to optimize the dataset. This resulted in an 87% overall Confirmed/Keep rate, with 1,988 domains upgraded via replacements, boosting match precision by 12%.

Action Flag	Definition	Records	Share %
Confirmed	Input domain validated	8,6783	4.1%
Keep	Existing domain accepted	13,508	53.0%
Replace	Higher-quality domain suggested	1,988	7.8%
Remove	Record flagged for deletion / no match	1,248	4.9%
Research	Needs analyst review	42	0.2%
Total		25,464	100%

DOMAIN APPEND

The first component in the DER Suite is Domain Append.

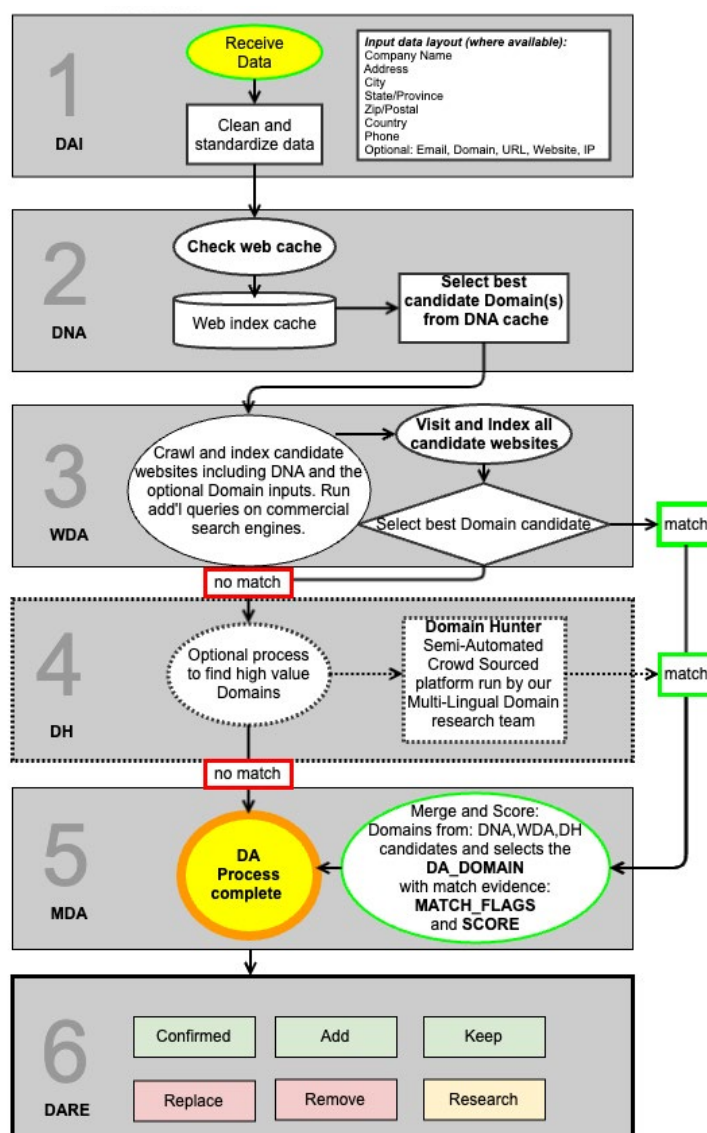
Trusted by numerous Blue-Chip companies, Domain Append is the best-in-class, enterprise-ready domain-matching platform scalable to hundreds of millions of input records.

Domain Append appends the accurate primary domain (website) to input records containing at a minimum, the company name and country. To improve match rates and match confidence, the address, city, state/province, zip/postal code, phone number, and candidate website/domain (where available) should be included. Domain Append matches your business data with the definitive source of truth—the company’s own website—and determines which fields matched and which input fields did not match the company’s self-published location information.

Mapping the domain to business records provides significant value for matching, enrichment, business status, risk/credit, compliance, white space analysis, competitive analysis, and many other applications. Linking those domains to the Ultimate Domain by leveraging Profound’s Ultimate_Domain Library® (UDL) takes the value proposition to a whole new level. The **match key** between the physical location of a B2B customer record and the digital universe is **the domain**.

The Domain Append process

An input file of the business ID number, company name, address, city, state, zip, country, phone, and domain are provided where available for processing. This input file is then loaded and dynamically matched to their respective Domain and Ultimate Domain along with Profound’s quality control match results: the Match Flag string and match confidence score. Real-time web indexing is performed for each input record to ensure matches of the highest possible freshness and quality.

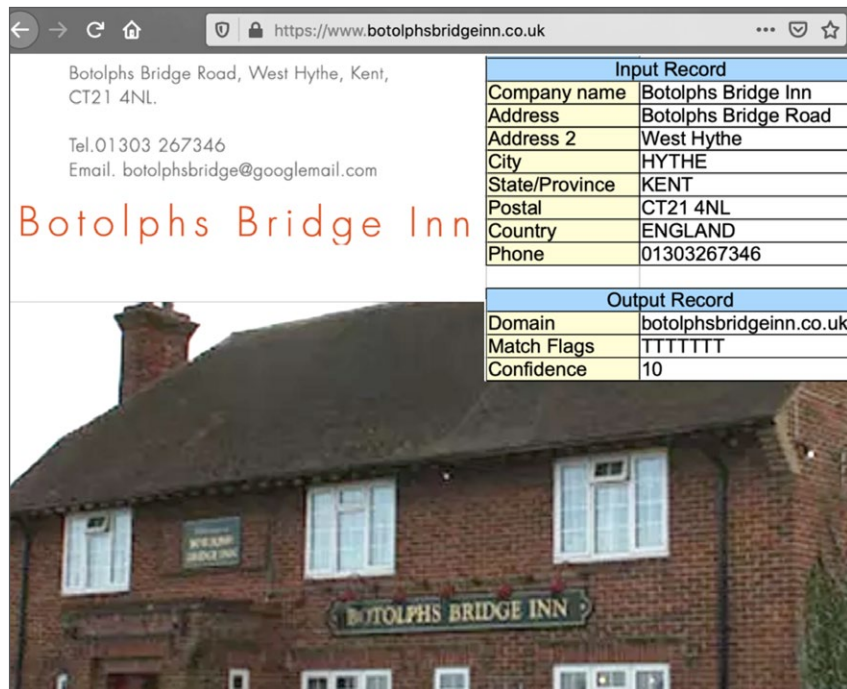


Match Flags: Profound verifies that a domain is the correct one for the given input record by taking into account the physical location elements of the input record itself: Company Name, Address, City, State/Province, Zip/Postal, Country, and Phone.

How Domain Append works

The primary business website for the given input record will frequently publish their business location(s) on pages including the Contact Us, Directions, or the Locations page. The specific elements found (or not found) are indicated in Profound's proprietary **Match Flags** field which returns the Domain along with the match confidence score. Match Flags are returned in the format ranging between "TTTTTTT" to "FFFFFFF" which translates to: All 7 elements of the input file were found (True) or all 7 elements of the input file were not found (False) on the target website and combinations thereof.

Match Flags may also contain a "P" for Partial match or a dash "-" which indicates that this particular field was not tested. It is inconclusive if that data element was found or not found on the website. In this case, the Match Flags (TTTTTTT) indicate that 7 of the 7 input elements were found published on the website itself.



Input Record	
Company name	Botolphs Bridge Inn
Address	Botolphs Bridge Road
Address 2	West Hythe
City	HYTHE
State/Province	KENT
Postal	CT21 4NL
Country	ENGLAND
Phone	01303267346

Output Record	
Domain	botolphsbridgeinn.co.uk
Match Flags	TTTTTTT
Confidence	10

10% of all routable IP addresses are allocated to just 500 Ultimate Domains (the Fortune 500). These 500 domains collectively map to 288k unique Children Domains. And these Children Domains map to 398 million unique subdomains.

DOMAIN GRADES

Domain Grades is the second component of the DER Suite.

With Domain Grades, a Report Card can be generated and analyzed to measure the quality of internal and third-party data sets, and to track improvements over time. Below is Profound's Report Card for all 280 million domains we compile:

- › Classifies and grades all domains so that quality is determined and then changes are easily monitored and remediated
- › Domains redirect to other domains, sometimes in chains, and these destination domains are also classified and graded
- › Domains are classified and scored as Business, Under Construction, Redirects, Error, Non-Business (personal website, blog, games, photo sites, adult, etc), and several other classifications. The important classification for most use cases is "Business".

Grade A	business with domain_classification_score > 0.6
Grade B	business with domain_classification_confidence score < 0.6
Grade C	Includes the following domain_classification categories: "blank", "error", "no_homepage", "nonbusiness_ads", "nonbusiness_error", "nonbusiness_login", "nonbusiness_other", "nonbusiness_undercon", "nonbusiness_xxx", "redirect", "timeout"
Grade D	If "nonbusiness" "redirect" or a lower confidence than a Grade C "redirect", then Grade D is applied.
Grade E	"ns_only". Nameserver only. Typically no content whatsoever.
Grade F	"unregistered" an unroutable domain. Not current in WHOIS.

With these Domain Grades, a Report Card can be generated and analyzed to measure the quality of internal and third-party data sets, and to track improvements over time. Below is Profound's report card for all 280 million domains Profound compiles:

Unique Domain Count	Profound Domain Grade	%	Domain Grade Classification
31,649,515	A	9.76%	Business >= .6
59,098,142	B	18.23%	Business < .6
139,713,870	C	43.09%	Non Business website
56,851,961	D	17.53%	Redirect
36,913,279	E	11.39%	Name Server only
	F	0.00%	Unrouteable
324,226,767	TOTAL	100.00%	
90,747,657	Digital B2B TAM		

TAM = Total Addressable Market

ULTIMATE_DOMAIN LIBRARY®

Reduce unmatched records and missed opportunities
by understanding digital linkage.

The third component of the DER Suite is the Ultimate_Domain Library® (UDL).

Linkage is crucial factor in gaining a comprehensive view of an enterprise. The Ultimate_Domain Library® maps tens of millions of children domains (websites) to their parent or *Ultimate Domain*.

Since website domains do not form units in a standard or legal hierarchy, Profound developed this proprietary domain hierarchy to attribute multiple website domains to the same organizational entity. As an example, Cargill Inc. manages many domains including: cargillag.com, cargill.co.uk and 113 others, but cargill.com is the primary domain or, what our Library lists as the *Ultimate Domain* for Cargill Inc.

The domain hierarchy consists of three tiers:

Ultimate Domain

Level 2 Domains

Children Domains

Establishing domain linkage is essential to Digital Entity Resolution (DER), as an organization's online presence typically spans multiple key domains. Overlooking these domains can result in an incomplete and fragmented digital profile, which can lead to costly consequences.

It's critical to effectively resolving these linkage gaps uncovers valuable insights that support lead generation, market discovery, risk assessment, cybersecurity efforts, and more.

There are millions of companies that own brands with their own websites, yet have no discernible physical locations that UDL can identify and match.

Domain Type	Unique Domain Count
Total Unique Domains	279,859,738
Domains with Linkage	27,073,410
Ultimate Domains	9,191,245
Total Children Domains	17,761,901
Level 2 Ultimate Domains	36,530

How it works

Domain linkage resolves numerous Internet Infrastructure signals including Digital Business Intelligence (DBI) assets that when programmatically aligned groups domains together.

Domain Linkage			Internet Infrastructure Signals supporting Domain Linkage				
Ultimate Domain	Email Domain	Employee eCount	Nameserver Domain	Mail Server Domain	Mail Server IP address	Favicon Hash	Redirect Domain
✓ sanofi.com	sanofi.com	82,181	sanofi-synthelabo.com	mimecast.com	51.163.159.22	b432c3cf12984f67	
✓ sanofi.com	genzyme.com	23,489	sanofi-synthelabo.com	mimecast.com	51.163.159.22		sanofi.com
✓ sanofi.com	sanofipasteur.com	16,927	sanofi-synthelabo.com	mimecast.com	51.163.159.22		sanofi.com
✓ sanofi.com	sanofi-aventis.com	14,700	sanofi-synthelabo.com	mimecast.com	51.163.159.22		
✓ sanofi.com	sanofi-aventis.us	5,243	sanofi-synthelabo.com	outlook.com	104.47.1.36		sanofi.us
✓ sanofi.com	sanofi.us	4,677	sanofi-synthelabo.com	sanofi.com	205.137.77.59	b432c3cf12984f67	
✓ sanofi.com	sanofi.fr	1,114	sanofi-synthelabo.com	sanofi.com	205.137.77.59	b432c3cf12984f67	
✓ sanofi.com	medley.com.br	1,036	sanofi-synthelabo.com	mimecast.com	51.163.159.22	ee3c1143fa3c8dc1	
✓ sanofi.com	chattem.com	1,014	sanofi-synthelabo.com	mimecast.com	51.163.159.22		
✓ sanofi.com	ablynx.com	570	sanofi-synthelabo.com	outlook.com	104.47.0.36		sanofi.com
✓ sanofi.com	principiabio.com	361	sanofi-synthelabo.com	mimecast.com	51.163.159.22		sanofi.com
✓ sanofi.com	proteinsciences.com	341	sanofi-synthelabo.com	mimecast.com	51.163.159.22	916c4f613c7564e6	
✓ sanofi.com	vaxserve.com	340	sanofi-synthelabo.com	mimecast.com	51.163.159.22	e6399b66199a6631	
✓ sanofi.com	ilexonc.com	211	sanofi-synthelabo.com	sanofi.com	205.137.77.59		
✓ sanofi.com	kymab.com	200	sanofi-synthelabo.com	mimecast.com	51.163.159.22	c76630cc3c936766	
✓ sanofi.com	bioverativ.com	187	sanofi-synthelabo.com				
✓ sanofi.com	hemophilia-b-treatment.com	184	sanofi-synthelabo.com	cscdns.net	198.58.121.58		alprolix.com
✓ sanofi.com	synthorx.com	142	sanofi-synthelabo.com	outlook.com	104.47.0.36		
✗	sanofi.al	0	sedoparking.com				
sanofi.com has 5,955 children domains as of August 2022							
Overlapping Internet Infrastructure signals enable domain linkage that is fast, scalable, global, and programmatic.							
sanofi.al registered with the Albanian WHOIS registry and it has no Internet Infrastructure signals linking to sanofi.com. Possible fraudulent intent.							

This table illustrates Sanofi, a large French pharmaceutical organization, as an example of the relationships between domains for a global enterprise that has grown by acquisition.

Level 2 Domains

Level 2 domains

For large organizations with numerous divisions, we allow for an intermediary hierarchy tier, the Level 2 Domain:

Ultimate Domain	Level 2 Domains	Children domains
 volkswagenag.com	 porsche.com	porsche.co.at; porsche.de
	 lamborghini.com	lamborghini.it; lam.bo
	 audi.com	audiusa.com; audimotorsport.com
	 bentleymotors.com	bentley-direct.at; bentleysupersports.com

By matching the domain to our Ultimate_Domain Library® (UDL), and to the Ultimate Domain, a valuable form of linkage will help tie together numerous orphaned records. Additionally, based on fast changing Internet Infrastructure signals, such as website redirects (a powerful Domain linkage signal), we can programmatically identify mergers and acquisitions, divestitures, and company name changes faster than traditional B2B data compilers, particularly in the private sector and in emerging markets.

Profound's Ultimate_Domain Library® (UDL) is growing quickly. From a universe of 280 million unique domains consisting of 90 million domains classified as a business (as of December 2024), to now more than 27 million domains with linkage in the library:

- › 9.2 million unique Ultimate Domains
- › 36.5K Level 2 Ultimate Domains (with over 300k Level 2 Children Domains)
- › 27.1 million unique Children Domains roll up to an Ultimate Domain

By linking the numerous digital assets that flow into your enterprise leveraging the Ultimate_Domain Library® (UDL), and matching these assets to your internal business account IDs, what unfolds can truly be called a **Digital Transformation**.

- › MDM use cases include leveraging the Ultimate_Domain Library® (UDL) to resolve orphaned vs. look-a-like entities
- › Vastly improved domain matching to physical business data
- › Technographic profiles, such as Profound's DBI asset, can be rolled up to the Ultimate Domain for much more comprehensive risk, credit, and marketing decisioning
- › Business Email address domains registering in your online web forms roll up to Ultimate Domains crucially linking registrations to their entity
- › KYC, fraud, and risk use cases often include previously orphaned digital fingerprints that can now be rolled up to the Ultimate Domain uncovering the true location and business identity

Digital Asset	Digital Entity	Redirect Domain	Domain	L2 Domain	Ultimate Domain
B2B Email	wendy.green@lam.bo	lamborghini.com	lam.bo	lamborghini.com	volkswagenag.com
B2B Email	joe.tessio@ducati-insurance.com		ducati-insurance.com	ducati.com	volkswagenag.com
URL	https://www.audimanhattan.com/contact.htm		audimanhattan.com	audi.com	volkswagenag.com
Subdomain	mail.bentleyofgreenwich.com		bentleyofgreenwich.com	bentleymotors.com	volkswagenag.com
Subdomain	autospektrum2000.skoda-auto.cz		skoda-auto.cz	skoda-auto.com	volkswagenag.com
Domain	cite.man	man.eu	cite.man	man.eu	volkswagenag.com
Domain	a4.audi	audi-mediacycenter.com	a4.audi	audi.com	volkswagenag.com
IP Address	185.116.31.155		porsche.co.at	porsche.com	volkswagenag.com

This is an example of digital entities that all link to Volkswagen

Gold domain details

We recommend providing your Domain/Website/URL/Email (which we convert to “Gold Domain” for matching) in the input record for Domain Append, where available. This is useful for quality control checks when reviewing the set of domains where the Gold Domain disagrees with Profound’s DA Domain. Your input domain will also get linked to the Ultimate Domain and other attributes listed below. If the DA Domain and your Gold Domain disagree, but they both share the same Ultimate Domain, then they may both be right!

GOLD_DOMAIN	The Domain provided in the input file
GOLD_TYPE	Values incl: Child, L2ultimate, & Ultimate. This indicates the relationship of GOLD_DOMAIN to hierarchy
GOLD_ULTIMATE_DOMAIN	The Parent or Ultimate Domain for GOLD_DOMAIN
GOLD_DOMAIN_FAMILY_COUNT	The total number of Domains digitally linked to GOLD_DOMAIN
GOLD_REDIRECT_URL	If the GOLD_DOMAIN redirects to another domain, the full URL is indicated.
GOLD_REDIRECT_DOMAIN	If the GOLD_DOMAIN redirects to another domain, that Domain is indicated.
GOLD_DOMAIN_IS_REDIRECT	A Y/N flag determining if the GOLD_DOMAIN redirects or not
GOLD_DBI_DENSITY	The richness of the technographics profile. The density increases with more observable technologies.
GOLD_DOMAINRANK	DomainRank™ counts the number of inbound links from other unique domains. Better DomainRank™ means more popular website.
GOLD_DOMAIN_GRADE	The quality of the Gold Domain ranging from A-F. A and B grades are Business or organizational entities.
GOLD_REDIRECT_QUALITY	GOLD_DOMAIN redirects and returns two values: "b2b_url" or "parked".

DARE details

A set of Domain Acceptance Rules (DARE) has been developed to select the best possible domain from the candidates: DA_DOMAIN, GOLD_DOMAIN, DA_REDIRECT_DOMAIN, GOLD_REDIRECT_DOMAIN

These rules can be customized based on your specific use case. As an example, risk and credit applications may require tighter rules than sales and marketing.

Domain_Reco	This is the recommended Domain to accept based on the DARE rules
DARE_Rule	Domain Acceptance Rules Engine (DARE). Indicates the specific rule that selected the best domain from among the candidates
Domain_Select	The Domain accepted from the following sources: DA_DOMAIN, GOLD_DOMAIN, DA_REDIRECT_DOMAIN, GOLD_REDIRECT_DOMAIN

Typical input file layout and the DER output file layout. The input file is always returned unmodified with the output data appended to each row.

Input File	Field Names	Field Name Short Definitions
Unique Record ID	DA_DOMAIN	The Domain that Profound's Domain Append Platform matches to input record
Company Name	DA_TYPE	Values Incl: Child, L2Ultimate & Ultimate. This indicates the relationship of DA_Domain to hierarchy
Company Name (DBA)	DA_ULTIMATE_DOMAIN	The Parent or Ultimate Domain for DA_Domain
Address	DA_L2_DOMAIN	The Level 2 or "Important" Domain Linked to the Ultimate Domain
Address Line2	DOMAIN_FAMILY_COUNT	The total number of Domains digitally linked to DA_Domain
City	DA_SKIP_TYPE	The reason an input record was not processed
State/Province	DA_DOMAIN_SOURCE	The internal system that matched the input record (WDA, DNA, DH)
Postal/Zip	DA_MATCH_FLAGS	A 7-character string with True or False (T, F) flags that signal field matches
Country	DA_MATCH_SCORE	An integer summarizing the level of True results in the DA_MATCH_FLAGS
Phone	DA_REDIRECT_URL	If the DA_DOMAIN redirects to another domain, the URL is indicated
Website/Domain//Business Email	DA_REDIRECT_DOMAIN	If the DA_DOMAIN redirects to another domain, the Domain is indicated
High-Value Record Indicator	DA_DOMAIN_IS_REDIRECT	A Y/N flag determining if the DA_DOMAIN redirects or not
	DA_REDIRECT_DOMAIN_GRADE	The quality of the DA_REDIRECT_DOMAIN ranging from A-F. A and B grades are Businesses or Organizational entities
	DA_REDIRECT_QUALITY	DA_DOMAIN redirects and returns three values: b2b_url or parked or null
	DA_DBI_DENSITY	The richness of the technographics profile. DBI_DENSITY > 30 is acceptable
	DA_DOMAINRANK	The Domainrank™ of the DA_DOMAIN
	DA_DOMAIN_GRADE	The quality of the DA_DOMAIN ranging from A-F. A and B grades are Businesses or Organizational entities
	GOLD_DOMAIN	The Domain provided in the input file
	GOLD_TYPE	Values Incl: Child, L2Ultimate & Ultimate. This indicates the relationship of GOLD_Domain to hierarchy
	GOLD_ULTIMATE_DOMAIN	The Parent or Ultimate Domain for GOLD_Domain
	GOLD_DOMAIN_FAMILY_COUNT	The total number of Domains digitally linked to GOLD_Domain
	GOLD_REDIRECT_URL	If the GOLD_DOMAIN redirects to another domain, the URL is indicated
	GOLD_REDIRECT_DOMAIN	If the GOLD_DOMAIN redirects to another domain, the Domain is indicated
	GOLD_DOMAIN_IS_REDIRECT	A Y/N flag determining if the GOLD_DOMAIN redirects or not
	GOLD_REDIRECT_DOMAIN_GRADE	The quality of the GOLD_REDIRECT_DOMAIN ranging from A-F. A and B grades are Businesses or Organizational entities
	GOLD_REDIRECT_QUALITY	GOLD_DOMAIN redirects and returns three values: b2b_url or parked or null
	GOLD_DBI_DENSITY	The richness of the technographics profile. DBI_DENSITY > 30 is acceptable
	GOLD_DOMAINRANK	The Domainrank™ of the GOLD_DOMAIN
	GOLD_DOMAIN_GRADE	The quality of the GOLD_DOMAIN ranging from A-F. A and B grades are Businesses or Organizational entities
	DOMAIN_RECO	This is the recommended Domain to accept based on the DARE Rules
	DOMAIN_RECO_ULTIMATE	The Ultimate Domain of the DOMAIN_RECO
	DOMAIN_SELECT	The Domain accepted from the following sources: DA_DOMAIN, GOLD_DOMAIN, DA_REDIRECT_DOMAIN, GOLD_REDIRECT_DOMAIN, ETC.
	DARE_ACTION	Identifies which action should be taken to operationalize the DARE results. Included are: Confirmed, Add, Keep, Replace, Remove, etc.
	DARE_RULE	Domain Acceptance Rules Engine (DARE). Indicates the specific rule that selected the best domain from among the candidates



CASE STUDY: ULTIMATE_DOMAIN LIBRARY®

Business Application: Reduce IT Tickets and Improve Master Data Management Customer: Global IT Software Company

Situation

- 15% YoY increase in IT tickets from Sales Organization to fix domain on business records.
- Business domain data element is critical to keep accurate and updated in CRM.
- Customer licenses data from multiple source and does not want to rely on third party ID system for integration.
- They needed a single, opensource key that will validate, replace, and add missing domains to keep CRM accurate and current with periodic updates.

Solution

- Every quarter, customer provides 100M+ records with full Business Master Data Management file Name/ Address/Domain and runs the Profound Digital Entity Resolution (DER) process to ensure the Domain associated with each Business Record is up to date, accurate, and current.
- DER process is transparent and customer has flexibility to customize rules for domain acceptance.

Results

- 22% decrease in tickets to fix domain issues allowed client to reassign IT resources to other priorities.
- Accurate domain associated with a business record provides a better customer experience-KYC and IT efficiency.

DIGITAL ENTITY RESOLUTION DATA LAYOUT BREAKDOWN

Domain linkage and domain hierarchy

Output File	Output file short definitions
DA_DOMAIN	The Domain that Profound's Domain Append platform matches to input record
DA_TYPE	Values incl: Child, L2ultimate, & Ultimate. This indicates the relationship of DA_DOMAIN to hierarchy
ULTIMATE_DOMAIN	The Parent or Ultimate Domain for DA_DOMAIN
L2_DOMAIN	The Level 2 or "important" Domain linked to the Ultimate Domain
DOMAIN_FAMILY_COUNT	The total number of Domains digitally linked to DA_DOMAIN

DA quality results

Domain Append matches each unique business record to the Domain with best-in-class coverage and accuracy.

DA_SKIP_TYPE	The reason an input record was not processed
DA_DOMAIN_SOURCE	The internal system that matched the input record (WDA, DNA, DH)
DA_MATCH_FLAGS	A 7 character string with True or False (T, F) flags that signal field matches
DA_MATCH_SCORE	An integer summarizing the level of True results in the DA_MATCH_FLAGS

Redirect details

Redirects are tracked and maintained, helping to identify acquisitions, company name changes, or simply domain name changes.

DA_REDIRECT_URL	If the DA_DOMAIN redirects to another domain, the URL is indicated.
DA_REDIRECT_DOMAIN	If the DA_DOMAIN redirects to another domain, that Domain is indicated.
DA_DOMAIN_IS_REDIRECT	A Y/N flag determining if the DA_DOMAIN redirects or not
DA_REDIRECT_QUALITY	DA_DOMAIN redirects and returns two values: "b2b_url" or "parked".

DER processes billions of B2B records annually. With this experience, our trained consultants will work with you to fine tune your domain acceptance policies. With a refresh cadence aligned with your update cycle, DER will maintain the freshest and most accurate domain to B2B record mapping.



Business Application: Master Data Management

Customer: Global Enterprise Client

Situation

Global organizations increasingly rely on master data sets to drive decisions in marketing, compliance, and risk assessment. But traditional approaches to linking organizational data—such as legal hierarchies based on corporate filings or D&B D-U-N-S numbers—frequently fall short.

- **Limitations of Legal Linkage:** Legal structures emphasize physical locations and formal registrations, missing millions of digital-native organizations without discernible physical footprints. This results in fragmented views, where subsidiary domains, brand websites, and regional presences remain unconnected, leading to data silos and inaccurate analytics.
- **Incomplete Digital Pictures:** Without robust domain linkage, businesses struggle to map comprehensive digital footprints. For instance, a conglomerate with diverse operations across continents faced challenges in consolidating records, resulting in duplicated entries, missed marketing opportunities, and compliance risks. Legal methods captured only 60-70% of relevant domains, ignoring technographic signals like subdomain activity or IP mappings.
- **Global Scale Issues:** In emerging markets or private sectors, where employee data and organizational sizing are often modeled or unavailable, legal linkage provides an insufficient foundation for understanding dynamic business ecosystems.

These shortcomings underscored the need for a solution that uses empirical, infrastructure-based signals to create a more accurate and comprehensive digital representation.

Solution

UDL was implemented to provide hierarchical domain mapping, linking related domains into family structures without relying solely on physical or legal ties. This infrastructure-first approach leverages proprietary algorithms and technographic signals to build a deterministic view of organizational digital assets.

Key Features of UDL Implementation

- **Domain Append and Validation Process:**
- **Hierarchical Mapping:** UDL encompasses 27.1 million linked domains, including 9.17 million Ultimate Domains and up to three levels of child domains, enabling family-based linkage for a complete organizational overview.
- **Integration with Technographic Signals:** By analyzing signals such as DNS records, subdomain growth, cloud infrastructure, and IP assignments, UDL groups domains with high confidence, revealing hidden connections that legal methods overlook.
- **Employee eCount Enhancement:** Paired with deterministic employee proxy data across 61 million domains, UDL aggregates sizing metrics at the organizational level, filling gaps in traditional data sources.
- **MDM Compatibility:** Deployed via batch APIs and integrations like Databricks or Snowflake, UDL supports seamless incorporation into existing master data workflows, ensuring scalability for global records.

In this deployment, UDL processed over 500,000 records, focusing on linking disparate domains to form unified profiles that captured both digital and physical entities.

Results

The UDL implementation transformed the client's master data set, yielding measurable improvements in data quality and business outcomes. It also empowered the enterprise to evolve its master data strategy, turning fragmented records into a unified, insightful resource. This project illustrates UDL's value in creating deeper domain linkages that reveal the full digital picture of global businesses.



CASE STUDY: (CONTINUED)

Key Takeaways

- **Beyond Legal Limitations:** UDL's focus on technographic infrastructure signals overcomes the shortcomings of legal linkage, capturing digital entities without physical ties for a truly comprehensive view.
- **Scalable Digital Intelligence:** Hierarchical mapping and integrations ensure UDL scales for enterprise MDM, supporting applications like technographic segmentation and risk assessment.
- **Empirical Advantage:** Deterministic data from signals provides actionable, high-confidence insights, far surpassing aggregated or modeled approaches.

Domain Linkage Enhancements

UDL identified and linked 25% more domains than legal methods, creating comprehensive digital footprints for 85% of the conglomerate's subsidiaries.

Metric	Pre-UDL (Legal Linkage)	Post-UDL Implementation	Improvement%
Domain Coverage Rate	65%	92%	27%
Linked Family Domains	12,500	18,200	45%
Data Accuracy Score	72%	87%	15%

Business Outcomes

- **Enhanced Analytics:** Technographic signals enabled precise segmentation, boosting marketing efficiency by 18% through better targeting of digital-native entities.
- **Risk and Compliance Gains:** Deeper linkage reduced compliance review times by 22%, as unified profiles highlighted inconsistencies in global records.
- **Employee Sizing Accuracy:** For a sample entity like Tata, UDL's Ultimate Employee eCount (1,051,525) aligned closely with reported figures (1,028,000), providing a deterministic proxy superior to modeled data.

Tata's Ultimate Employee eCount is 1,051,525

domain	type	ultimate_dof (2 Domain)	Employee eCount	Ult Employee eCount
tcs.com	ultimate	tata.com	898,248	1,051,525
tatasteel.com	child	tata.com	59,367	1,051,525
tata.com	ultimate	tata.com	36,465	1,051,525
tatapower.com	child	tata.com	28,809	1,051,525
tataaia.com	child	tata.com	13,422	1,051,525
tatacommunications.com	ultimate	tata.com	6,879	1,051,525
tatachemicals.com	child	tata.com	1,653	1,051,525
tataconsumer.com	child	tata.com	1,130	1,051,525
tatasly.com	child	tata.com	1,004	1,051,525
tatainternational.com	child	tata.com	834	1,051,525
tatasteel.co.in	child	tata.com	678	1,051,525
datav.in	child	tata.com	510	1,051,525
tatapowersolar.com	child	tata.com	488	1,051,525
tsmg.com	child	tata.com	350	1,051,525
d2h.com	child	tata.com	322	1,051,525
tataplay.com	child	tata.com	151	1,051,525
gishd2h.com	child	tata.com	132	1,051,525
optcl.co.in	child	tata.com	81	1,051,525
gocrowdera.com	child	tata.com	77	1,051,525
jamaicaneas.com	child	tata.com	75	1,051,525
timglobal.net	child	tata.com	74	1,051,525
esoma.it	child	tata.com	53	1,051,525
ibsmarketing.com	child	tata.com	43	1,051,525
glatz.co.at	child	tata.com	39	1,051,525
optcl.com	child	tata.com	36	1,051,525
timglobal.com	child	tata.com	30	1,051,525
tata.co.uk	child	tata.com	29	1,051,525
tatasustainability.com	child	tata.com	25	1,051,525
tetley.co.uk	child	tata.com	22	1,051,525
realprint.com	child	tata.com	19	1,051,525
teofull.co.in	child	tata.com	18	1,051,525
conkercommunications.com	child	tata.com	16	1,051,525
nourishco.com	child	tata.com	13	1,051,525
optcl.net	child	tata.com	12	1,051,525
mettigny.com	child	tata.com	8	1,051,525

The "Ultimate" domain is the top domain in the family hierarchy.

Tata Group	
	
	
Company type	Conglomerate
Founded	1868, 157 years ago
Founder	Jamshedji Nusserwanji Tata
Headquarters	Mumbai, Maharashtra, India
Area served	Worldwide
Key people	Tata Family, Natarajan Chandrasekaran (Chairman & Managing Director) ⁽¹⁾
Products	Automotive • Chemicals • Defence • Electronics • FMCG • Jewellery • Home appliances • Steel
Services	Airlines • Aerospace • Consultancy • Electric utility • Electric power • Finance • Hospitality • Hotels • Information Technology • Retail • E-Commerce • Real Estate • Telecommunications
Revenue	1,028,000 ⁽¹⁾ (FY 2023)
Number of employees	1,028,000 ⁽¹⁾ (FY 2023)
Parent	Tata Sons
Subsidiaries	36 (See full list)
Website	www.tata.com

The Ultimate Domain encompasses the most critical domains, including those without a physical location or legal designation.

This makes the Ultimate Domain more comprehensive and valuable for MDM and marketing.

Key points

- The Ultimate Domain links disparate digital assets together. Email registrations, e.g., the email domain, can be linked to the Ultimate Domain.
- The Ultimate Domain helps marketers better understand the value of their website visitors and make fact-based decisions regarding lead generation, KYC compliance, or global sourcing.
- Improves account-based marketing programs by accurately mapping data that results in more effective targeting of potential customers on a global scale.
- Websites without a physical location or formal legal designation can still have an Ultimate Domain. This means marketers can understand the value of their website visitors and make more informed, fact-based decisions.

Tata's Wikipedia page reports 1,028,000 employees as of 2023!

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By emphasizing empirical signals over legal constraints, UDL delivered a more robust understanding of global business records, uncovering insights that drove strategic decisions.

NEW!

Ultimate AI

Empowering the Next Era of Data Intelligence

Across the Fortune 500 in insurance, technology, AI and financial services, companies are reimagining what's possible. At the core of these breakthroughs is data. At Profound Networks, we deliver the digital foundation that powers the future.

Profound Ultimate AI™ is our most advanced dataset: a dynamic, machine-readable snapshot of over 280 million active and unique domains. The culmination of 20 years of data collection work, Profound's Ultimate AI offers comprehensive insight to accelerate AI training, and provide unrivaled depth and precision for risk modeling, decision intelligence, and enterprise innovation. Backed by over a decade of historical data and curated digital signals, it's trusted by industry leaders to deliver unmatched insight and scale.

Companies and advanced analytics teams rely on Profound Ultimate AI to drive:

- › Cybersecurity model training and fraud detection
- › Precise TAM (Total Addressable Market) definition
- › Competitor intelligence and trend mapping
- › High-risk domain identification
- › Cybersecurity underwriting

Whether you're building next-gen AI models, redefining market strategy, or strengthening cybersecurity, Profound Ultimate AI delivers the data infrastructure to power your innovation.

Exclusive Data Intelligence

You Can't Get Anywhere Else

A Virtual Census of the Internet

- Combines DBI and Cyber Analytics into domain keyed profiles in machine readable format ready for modeling ingestion
- More than 1 trillion digital signals (increasing quarterly) captured and converted into machine-readable (MR) format, with close to 10,000 columns of numeric and binary data
- Unmatched depth covering 90 million business-relevant domains
- 330+ firmographic and technographic containing billions of signals dynamically updated
- Over 10 years of historical data; available with dynamic updates

Built for Performance and Scale

- Global, language-agnostic insights across industries, with deep coverage in SaaS, technology, telecom, and IT
- Proprietary linkage of related domains, helping map corporate ecosystems and brand footprints
- Fortune 500-approved compliance; Fully GDPR and CCPA compliant — 100% B2B data, with zero PII
- Seamless integration with AWS S3, Databricks, and other enterprise infrastructure

Powering Real-World Challenges

Exclusive Features and Insights

Utilize proprietary metrics like DomainRank™ and Employee eCount, with direct linkage from our Ultimate_Domain Library®

Enterprise-Ready Performance

Delivers proven scalability for AI training, sales and marketing analytics, cybersecurity modeling, and more

Predictive Insight

Identify lookalike domains, benchmark digital growth, or pinpoint threats — using proprietary domain similarity scoring and trend analysis

Total Addressable Market (TAM)

Map your market with precision and confidence with data that provides the comprehensive coverage and precision to target prospects, vendors, and partners

Cyber Risk Intelligence

Insurance firms and financial institutions can assess digital risk, detect threats, and enhance underwriting decisions

Next-Generation Domain-Centric Intelligence for the Financial, Insurance, and Technology Sectors

As organizations accelerate their investment in AI, one truth stands clear: ***the success of any model is only as strong as the data that fuels it.*** Profound's Ultimate AI is an enterprise-scale, machine-readable dataset built specifically for the demands of today's AI-driven innovations.

Chief Data Officers' largest obstacle is ***access to trusted empirical first-party data.*** Profound's Ultimate AI provides organizations with an unparalleled dimension of trusted, empirical first-party data.

Trusted, Transparent, and Built for AI

As is the case across all our business specialization sectors, our data is empirical first-party, machine-readable, and aligned with industry standards. What used to take data science teams thousands of hours can now be delivered in ready-to-use MR format. Our dataset profiles over 280 million unique active B2B domains and leverages over 10 years of historical data and trillions of digital signals with 330+ attributes. This is the digital mapping data science teams have been waiting for.

Creating Value in the Insurance Sector

Exclusive Differentiators

Ultimate Domain Library®

This maps an enterprise's entire digital footprint—exposing potential cyber vulnerabilities, fraud families, and enterprise-level risk.

Digital Entity Resolution

You can validate domain hygiene and health at scale, and spot fraudulent redirects, suspicious registrants, and site-level spoofing.

Employee eCount and Ultimate eCount

Estimate workforce size for 63M+ domains using advanced email signal patterns—critical for underwriting accuracy and segmentation.

Industry Challenges Solved

Profound's Ultimate AI can also help companies:

- Align enterprise data strategy with evolving business priorities
- Modernize underwriting, pricing, and risk assessment
- Overcome legacy system limitations
- Build AI and LLM trust with underwriters, actuaries, and regulators

Insurance: Use Cases

Underwriting Precision at Scale

Dramatically improved risk selection and pricing accuracy

- LLMs trained on Profound's binary signals and enriched cyber metadata can detect risk signals missed by traditional methods
- Segment applicants by actual digital risk profile, not just industry proxies or size
- Improve pricing accuracy and underwriting speed

Real-Time Risk Scoring

Dynamic, continuous underwriting, and risk monitoring

- Feed continuous signals into live models, enabling real-time updates to an insured's risk score as their digital surface changes.
- Supports continuous underwriting and parametric trigger validation for real-time payouts or re-pricing.
- Align cyber insurance with real-time exposure

Loss Forecasting and Probabilistic Modeling

More accurate portfolio-level modeling and capital allocation

- CVE, CVSS, and EPSS inputs allow the model to forecast breach likelihood and severity
- Supports event simulation and tail-risk analysis, improving reserving strategies and reinsurance structuring.

Reduce Adverse Selection

Attracts better risks and avoids toxic ones

- Identify applicants misrepresenting digital hygiene
- Augment underwriter decisions with AI-based exposure scoring
- Minimize over-reliance on self-reported data

Smarter Claims Triage and Attribution

Lower loss adjustment expenses and faster response

- Trace loss origin and claims validity using digital signal trails
- Improves the ability to attribute breaches to specific vulnerabilities or attacks
- Ingests claims insight back into risk scoring models

Accelerate Product Innovation

Creation of differentiated cyber insurance products

- Develop parameter products and build usage-based policies or security-score-linking pricing
- Offers customized coverage based on real-time digital exposure profiles

Gain Competitive Advantage

Opens new insurable segments and lowers underwriting costs

- Reduce underwriting costs in underserved segments
- Expand offerings for SMBs and mid-market firms
- Strengthen broker and MGA relationships through speed and accuracy

Creating Value in the Financial Sector

Exclusive Differentiators

DomainRank™

A proprietary metric analyzing domain influence and popularity based on recursive backlink evaluation. Track traffic trends and benchmark competitors over time.

Risk Propensity Score

A model to detect the likelihood that a given website domain is not what it appears to be. This is critical information that supports risk assessment and fraudulent activities.

Private Company Growth Score

Built leveraging publicly-sourced information on private company growth; then comparing that information across the universe of digital assets we have on over 90M business. We identified 180,000 global companies with similar digital footprints.

Employee eCount

Estimate employee size with unique email username counts via our advanced B2B eVerify tool.

Ultimate_Domain Library®

Map an enterprise's entire digital footprint, link branded domains and identify fraudulent families and vulnerable networks for cybersecurity and high-value prospects for account-based marketing.

Optimized for Model Training

Our dataset's scale, richness, and history make it ideal for:

- Private Company Growth trending
- Verification and Risk Assessment
- Supply Chain vulnerabilities.
- Cybersecurity fraud detection
- Competitive analysis
- High-risk domain identification
- Cybersecurity underwriting

Financial Services: Use Cases

Boost Predictive Power of Models and Scores for Smarter Investment Decisions

- Our domain similarity scoring, powered by DBI, identifies high propensity matches with unparalleled precision.
- Clean, link, and deduplicate records using domains as the universal key.
- Over a trillion signals can be used to validate and enhance the data that drives your AI score and models.
- Enhances your AI model's ability to make true positive predictions while disregarding false positives.

More Complete, Timely, and Accurate Data for Model Training

- Our dataset's scale, richness, and history make it ideal for delivering empirical, data-driven insights.
- High completeness ensures no information is missing, which is crucial for the AI's accurate training and analysis.
- Increased timelines mean that data reflects the most current information, which leads to better accuracy and relevant decisions.

Optimize your AI's ability to Assess Risk Exposures and Business Trends

- Empowers Financial Service institutions with superior risk profiles and KYC identification transforming client onboarding and portfolio management strategies.
- Reduce the percentage of negative instances incorrectly classified as positive. Useful for understanding potential risks.
- Profound's TAM Builder (Total Addressable Market) platform supporting analysis over time periods allowing for improved trends identification to support growth and reduce risk.
- Accurate, complete, and timely data helps meet regulatory compliance requirements.

Reduce the Operational Cost of your AI Initiatives

- Profound digital assets are available through easily accessible machine-readable formats. High accessibility leads to better data availability for model training and analysis without disruptions.
- Increased profitability of your AI tools can improve your firm's profitability through a reduction of your AI related costs and an increase in client retention.
- Faster client onboarding, better risk detection, and a more complete view of your suppliers and partners will reduce losses and protect your firm's reputation.

Drive Competitive Advantages

- Ensure responsible AI use to drive greater customer satisfaction and retention through more ethically and transparent models and verification practices.
- Profound's best in class digital assets ensure results in greater AI model transparency, explainability, and a reduction in biased outcomes.
- Improved product performance through lower risk rates, increased ability to identify supply chain vulnerabilities, accelerated detection of company growth trends, and higher performing analytics resulting in revenue growth and higher client retentions rates.

Creating Value in the Technology Sector

Train. Detect. Predict. Build. At Internet Scale.

Unlock Internet-Scale Training Data for Your Models

Ultimate AI is a high-dimensional graph of the digital infrastructure of the Internet built from over 10 years of historical telemetry, spanning 280M+ domains, billions of IP addresses, cybersecurity posture, web stack, keyword behavior, and digital linkage.

Technology companies can now train AI systems with a structured understanding of how online organizations actually operate: from cloud providers to ecommerce platforms, banks to threat actors, and everything in between.

Why It Matters

Ultimate AI delivers an **Internet-scale foundation model for the digital business world**. It's what evolved over 10 years from Profound's assets including: the Ultimate_Domain Library®, DBI, Classification systems (like KICS), company sizing firmographics like Employee eCount, and ranking engines like DomainRank™.

Now, we're offering this data for your model training, risk prediction, segmentation, and digital intelligence. Whether you're running a cybersecurity platform, an AI-native GTM engine, or a customer data product, Ultimate AI enables you to start from a **pre-enriched graph of the digital economy** ready to power your next breakthrough.

Technology: Use Cases

Train LLMs and ML Models on the Digital Fingerprint of the Web

- Feed your models with labeled infrastructure patterns: number of subdomains, children domains, IP addresses, insecure DNS setups, deprecated CMSs, single-page apps, unpatched vulnerability data.
- Learn from full-fidelity input distributions across **IP behavior**, **email domain characteristics**, **hosted technologies**, and **signal-derived cyber metrics** like DMARC/SPF/MX alignment or exposed ports.
- Use time-series shifts to train models on **infrastructure transitions** (e.g., on-prem → cloud, insecure → hardened).

Build Lookalike and Clustering Models Across the Web

- Group organizations by real-world digital behaviors instead of static firmographics.
- Identify companies acting like your best customers, fastest adopters, or riskiest vendors.
- Segment digital twins using **10K+ signal fields** across SEO/SEM behavior, ad networks, Employee eCount numbers, infrastructure maturity, and keyword intent.

Detect Threats, Bots, and High-Risk Actors in Real Time

- Distinguish between cloud-native automation, shadow IT behavior, disposable email usage, or bot network traffic using rolled-up infrastructure signals.
- Deploy **Website Risk Propensity Scores**, **Cloud Native Company Scores**, and other pre-trained risk models from Ultimate AI.

Train and Evaluate LLMs on Structured Organizational Knowledge

- Use Ultimate AI to enhance LLMs with objective digital infrastructure data: what tech companies use, what countries their infrastructure operates in, what trends are emerging.
- Improve grounding and retrieval in enterprise LLM use cases like competitive intelligence, cyber monitoring, or market segmentation.

Build Rich Internal Graphs, Customer Data Platforms, and Identity Resolvers

- Use our Ultimate_Domain Library® to stitch together datasets across email domains, IPs, URLs, subdomains, and digital entity fingerprints.
- De-duplicate and cluster entities across public web signals, CRM logs, email metadata, or customer usage activity.
- Plug Ultimate AI into your MDM or CDP infrastructure for **real-time entity resolution and enrichment** at the digital level.

NEW!

RESOLUTION DRIVER

Reconcile legal records with digital infrastructure.

Resolution Driver is a targeted solution designed to align and enhance the legal and digital linkage of B2B databases. This innovative tool aims to synchronize digital and legal identity frameworks by combining our customers' Legal Business Identifiers with Profound's digital linkage graph—the Ultimate_Domain Library® (UDL).

By resolving mismatches and synchronizing records, Resolution Driver unlocks significant value for enterprises, powering a wide range of compliance, cybersecurity, marketing, and operational use cases. Our ultimate goal is to establish the world's most accurate and complete legally and digitally linked B2B database.

Bridging the Gap Between Legal and Digital Linkage

Resolution Driver bridges a long-standing gap between legal entity records and the digital infrastructure that those entities operate. Leveraging the core components of Digital Entity Resolution (DER) including Domain Append and UDL, Resolution Driver identifies and corrects discrepancies between Legal Business Identifiers and their corresponding digital hierarchies.

This legal-to-digital bridge allows organizations to ensure their internal and external data pipelines reflect the correct Ultimate Business Identifier, enabling more accurate entity linkage, customer intelligence, and risk modeling.

Synchronizing Linkage Assets

A key capability of Resolution Driver is its ability to synchronize linkage frameworks between the Legal Business Identifier dataset and Profound's UDL. This includes:

- Identifying records in either dataset that are orphaned, mislinked, or duplicated
- Surfacing entity disagreements and enabling automated review workflows to resolve them
- Flagging ambiguous relationships that prevent clean entity matching

By detecting and correcting these misalignments proactively, Resolution Driver delivers reliable and robust data foundations from the Master Data Management level to all downstream enterprise systems.

Proposal and Development

The development of Resolution Driver is spearheaded by Profound Networks, with funding and integration support provided by our licensed customers. The platform enables systematic identification and remediation of records that are either missing a *Legal Business Identifier* or where the associated digital asset (e.g., domain) is incorrectly linked to the wrong *Ultimate Business Identifier*.

The tool empowers analysts and automated systems to resolve mismatches with full audit traceability, feeding improvements directly into customer-facing applications and APIs.

Market Differentiation, Revenue Impact, and Risk Avoidance

With Resolution Driver as its foundation, the Legal Business Identifier + UDL ecosystem can be positioned as **the world's most trusted B2B data graph**, seamlessly linking legal and digital identities.

The combination of match keys including Domain, Ultimate_Domain, Legal Business Identifier, and Ultimate Business Identifier — provides customers with unmatched accuracy and depth in entity resolution. This capability unlocks:

- Upsell opportunities into risk, compliance, marketing, and analytics teams
- New product revenue from APIs, alerts, and enrichment services
- Market differentiation versus competitors with weaker or siloed linkage

RESOLUTION DRIVER BENEFITS

Shadow Domain Discovery and Exposure Mapping

Benefit: Detect unknown or rogue domains operated by subsidiaries, contractors, or third parties using your brand, IP, or infrastructure.

Why it matters: These domains often bypass security policies, compliance monitoring, or branding controls.

Competitive Intelligence and Market Surveillance

Benefit: Monitor your competitors' domain activity to detect new product launches, M&A activity, or tech stack changes.

Why it matters: Domains are often registered or updated before public disclosures, offering early signals for strategic response.

Franchise and Channel Partner Governance

Benefit: Ensure franchisees, resellers, or affiliate partners are using authorized digital properties and are in alignment with the parent brand.

Why it matters: Misuse of digital assets by affiliates can damage reputation or create compliance risk.

IP Geolocation Risk Analysis

Benefit: Combine IP-to-domain and domain-to-entity resolution to perform jurisdictional risk assessments for inbound/outbound traffic and to flag sanctioned entities that may attempt to bypass default onboarding protocols.

Why it matters: Supports cross-border data compliance (e.g., GDPR, sanctions laws, sovereign hosting regulations).

B2B Intent Signal Normalization

Benefit: Normalize fragmented web-based buying signals by linking disparate domains and subdomains back to the same legal buying center.

Why it matters: Increases intent data resolution rates and reduces false negatives in account scoring models.

Digital Spend Attribution

Benefit: Map paid search or display ad activity to the correct Ultimate Business Identifier.

Why it matters: Aligns marketing performance data with enterprise account structures, especially in complex B2B sales cycles.

Domain Behavior Intelligence

Benefit: Profile the digital maturity or risk posture of a company based on the behavior and composition of its domain graph (e.g., SSL adoption, eCommerce usage, use of CDNs, or DNS hygiene).

Why it matters: Enables richer segmentation, targeting, or risk modeling, particularly useful in cybersecurity, fintech, and AdTech.

Resolution Driver marks a bold step forward in solving one of the hardest problems in enterprise data: **reconciling legal records with digital infrastructure**. With Resolution Driver, we bring together the best of both worlds, legal precision from our partners, and digital agility to power the next generation of intelligent B2B data products.

From cybersecurity to sales enablement, from compliance to master data governance, organizations now have the tools they need to operate with clarity and confidence.

Legal Linkage Correction: Use Cases

Resolution Driver powers a diverse range of enterprise use cases across various sectors:

Compliance and Risk Management

KYB compliance

Ensure domains, emails, and IPs are correctly tied to legal entities during onboarding.

Sanctions screening

Avoid false negatives by resolving subsidiaries and aliases to sanctioned parents.

Vendor risk monitoring

Ensure vendor and third-party records are legally accurate and current.

Audit trail validation

Resolve identity mismatches that could compromise internal controls.

Cybersecurity and Attack Surface Intelligence

Threat attribution

Link suspicious digital activity back to the correct legal entity or shell company.

Exposure monitoring

Identify shadow IT and monitor domains/IPs that may be out of policy.

Digital asset alignment

Ensure security teams are defending assets mapped to verified business entities.

Marketing and Revenue Enablement

Account-based marketing (ABM)

Ensure digital signals (e.g., site visits, ad clicks) are linked to the correct business entity.

Lead enrichment

Improve data quality by resolving domains to their Ultimate Business Identifier.

Territory planning

Allocate sales coverage based on accurate legal and digital roll-ups.

Data Operations and Strategy

Master Data Management (MDM)

Eliminate duplicates and harmonize records across legal and digital silos.

M&A due diligence

Discover unlinked or hidden digital assets in target companies.

Franchise/affiliate oversight

Monitor digital assets for policy compliance across partner networks.



Web and Business Intelligence

Profound's Ultimate_Domain Library® and Digital Entity Resolution (DER) solutions work in tandem to deliver powerful web and business intelligence that Fortune 500 companies rely on for strategic advantage. The Ultimate_Domain Library® acts as a continuously updated, authoritative source of primary domains—"Ultimate Domains"—tied to global organizations. These domains serve as anchor points for linking a company's entire digital footprint, including subsidiaries, brands, redirects, and related web assets.

By applying Digital Entity Resolution to this enriched domain intelligence, Profound enables organizations to resolve fragmented digital identities into unified, actionable entities. This process uncovers hidden relationships, detects unauthorized domain use, and builds a complete view of digital presence across the open web. For Fortune 500 firms, this translates into sharper insights for risk evaluation, competitive intelligence, cybersecurity monitoring, market expansion, and precision-targeted lead generation—delivering both strategic clarity and operational advantage at scale.

EMPLOYEE eCOUNT

Sizing data for private sector businesses, particularly in emerging growth markets, is scarce and challenging to attain and maintain. Often it is so highly-modeled that it is merely directional. Given this challenge, Profound has designed a method to build and maintain a deterministic, global, and consistent proxy for employee size: Employee eCount.

With over 63 million unique domains with an Employee eCount, Profound's proprietary data resource is fast becoming a global contender. Since the domain is a requirement, this naturally filters virtually all "paper" companies. The result delivers actively operating businesses with an online presence.

The Employee eCount tracks the number of unique B2B email usernames per unique domain (not per company) that our B2B eVerify platform "sees" during the hygiene process. This attribute provides a deterministic baseline for employee count size for that domain at an organization – the idea is that many businesses provide their employees with a unique email address at their custom business email domain.

Combined with our proprietary Domain Linkage library, multiple domains that share the same Ultimate Domain have an employee size metric with previously unavailable granularity. The table below for Berkshire Hathaway, a complex conglomerate, illustrates this concept.

Favicon	Domain	type	Ultimate_Domain	l2 domains	Employee eCount
	geico.com	l2ultimate	berkshirehathaway.com	geico.com	59,708
	shawfloors.com	child	berkshirehathaway.com	shawinc.com	16,059
	shawinc.com	l2ultimate	berkshirehathaway.com	shawinc.com	14,914
	berkshirehathaway.com	ultimate	berkshirehathaway.com	berkshirehathaway.com	14,631
	benjaminmoore.com	l2ultimate	berkshirehathaway.com	benjaminmoore.com	10,390
	berkshirehathawayhs.com	child	berkshirehathaway.com	bhhs.com	9,471
	bnsf.com	l2ultimate	berkshirehathaway.com	bnsf.com	9,200
	netjets.com	child	berkshirehathaway.com	berkshirehathaway.com	8,491
	businesswire.com	l2ultimate	berkshirehathaway.com	businesswire.com	7,990
	kraftheinzcompany.com	l2ultimate	berkshirehathaway.com	kraftheinzcompany.com	7,803
	pamperedchef.com	child	berkshirehathaway.com	berkshirehathaway.com	7,476
	ttiinc.com	child	berkshirehathaway.com	berkshirehathaway.com	6,739
	bhscalifornia.com	child	berkshirehathaway.com	bhhs.com	6,327
	cort.com	l2ultimate	berkshirehathaway.com	cort.com	6,108
	helzberg.com	child	berkshirehathaway.com	berkshirehathaway.com	5,778
	nfm.com	child	berkshirehathaway.com	berkshirehathaway.com	5,537
	bhscal.com	child	berkshirehathaway.com	bhhs.com	5,518
	lubrizol.com	child	berkshirehathaway.com	berkshirehathaway.com	5,276
	flightsafety.com	child	berkshirehathaway.com	berkshirehathaway.com	5,019
	pacificorp.com	child	berkshirehathaway.com	brkenenergy.com	4,833
	sees.com	child	berkshirehathaway.com	berkshirehathaway.com	4,607
	pccstructurals.com	child	berkshirehathaway.com	berkshirehathaway.com	4,047
	duracell.com	l2ultimate	berkshirehathaway.com	duracell.com	4,032
Berkshire has 4,292 children domains and 27 Level 2's. Total Employee eCount:					354,686

Number of Employees: 372,000 (2021)

Note: According to Wikipedia, Profound's combined numbers are within striking distance.

Profound's process for generating the Employee eCount, ranging from large publicly traded conglomerates all the way down to single-owner micro businesses, is exactly the same on a global level.

This contrasts with traditional compilers that deploy different sizing methods:

Modeled employee size scores for smaller businesses in the US and Canada largely based on trade tape data

Self-reported regulatory filings data on public companies. SEC.gov/EDGAR/

Self-reported Business registration data provided to the State or country at the formation stage of a business

Licensing 3rd party data for geographies that are out of reach

These processes yield an inconsistent Employee Size metric prone to changes that cannot be described in detail because there are too many moving parts behind an opaque process. They also generate a large number of "paper" companies that exist purely for a financial reason or even for a single transaction. A paper company may issue a bond to its parent company, or it may finance a real-estate transaction. They don't trade. They don't have a website. For KYC and AML, there is some marginal value.

There are three methods Profound uses for computing the Employee eCount per unique domain:

Method 1: B2B eVerify

Profound’s proprietary email validation platform that processes over **2 billion global B2B email addresses** per year, including duplicates, provided by our trusted enterprise partners.

As of May 2025, B2B eVerify has processed:

Unique Domains 63,143,647	B2B Emails Validated 145,110,816	Total Unique Emails Seen 538,344,537
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This platform produces two types of results:

Type 1: Validated

B2B email usernames at domains are those that are not at “catch-all” email servers, and that pass the SMTP deliverability check. When we see a deliverable email user name we increment +1 to that domain. If a previously deliverable email username becomes undeliverable, we decrement -1 to that domain. We end up with an integer representing unique deliverable email addresses per domain.

Type 2: Seen

These are the unique email addresses at all domains, including Catch-All configured email servers. Catch-All is an optional email configuration that always returns a valid SMTP response whether or not the email is deliverable. Catch-All configurations create a challenge because we do not get a decisive deliverability outcome. In these cases, we count all unique email usernames at the domain. These are tagged as “seen” and should be considered a maximum employee value.

Method 2: Direct validation of Google and Microsoft served email servers

Catch-all email servers that are hosted by Google and Microsoft will receive a secondary API driven validation check. This greatly reduces the catch-all results.

These methods produce email addresses which are filtered and processed through B2B eVerify and when new unique deliverable usernames are processed, the Employee eCount numbers get incremented accordingly.

Caveats

Employee eCount is deterministic, and it is not based on soft modeled data, yet there are known factors and caveats to keep in mind. The Employee eCount is correlated to the number of unique email addresses distributed within their organization. With this in mind, we list important distinctions with more traditional employee size firmographics:

- › Companies that have large numbers of brokers or affiliates often provide their email domain to their affiliates who are legally not employees. Remax.com and Coldwellbanker.com are two examples.
- › Universities and educational institutions typically give their students a .edu email address. Separating students from administration/faculty/employees at the email level is generally not feasible, so Employee eCount numbers pertaining to educational institutions are frequently inflated, because they include students.
- › Some companies never retire their email addresses. When an employee leaves, the email never bounces but either builds up in the inbox, or forwards to another account. This policy inflates the Employee eCount metric. Heavy turnover at these businesses will further increase the level of count inflation. ibm.com is one example.
- › Some employers do not assign an email address to each and every employee. Particularly those companies that require large numbers of seasonal blue-collar workers. Walmart.com, Amazon.com, Homedepot.com, Pizzahut.com are several examples where Employee eCount numbers fall significantly below published employee size numbers.
- › The input files for B2B eVerify processing are limited to our trusted contributors. We specifically exclude unvetted sources in order to keep the data clean. This inherently reduces the maximum potential coverage, but at the same time, it limits inflated bogus counts as well. We err on the side of caution, but the results indicate robust coverage.
- › Companies that assign employee email addresses to the same domain as freely-provided emails can have hugely inflated numbers—for example, yahoo.com and aol.com. In other cases, such as Comcast, we separate the email domain comcast.com which is reserved for employees, from comcast.net which is provided to their subscribers.
- › Government institutions do not always provide a custom email address to all of their employees, so these numbers are often lower than actual.
- › Only companies that provide their employees with a custom email domain have signal. B2B eVerify rejects all B2C email addresses such gmail.com and hotmail.com, etc. Very small entities that don't register an email domain are therefore not included.
- › There are some companies, even large publicly traded companies, that do not appear to use their primary website domain for email. As an example, the US restaurant chain, Bojangles.com has hundreds of locations and thousands of employees, but only a single email username surfaced in our process.

Method 3: Web Seen

Email addresses “seen” on the web are passed to B2B eVerify for validation only and are never released to the public. It’s used as another validation check point when it matches a client-provided B2B email address. It is also a factor for Employee eCount computations.

In many cases where the entity does provide an email address to each employee, the delta between Employee eCount and actual employee size is often exceptionally close:

domain	Employee eCount	Public employee count	Absolute diff eCount vs Public count	eCount Public Count delta	Public employee count Source URL
stdavids.com	10,611	10,600	11	0.10%	https://careers.hcahealthcare.com/pages/st-davids-healthcare
ccsd.net	40,048	40,000	48	0.12%	https://www.ccsd.net/divisions/human-resources-division/licensed-personnel
upmc.com	92,191	92,000	191	0.21%	https://en.wikipedia.org/wiki/University_of_Pittsburgh_Medical_Center
goarmy.com	480,037	481,254	1,217	0.25%	https://www.linkedin.com/company/goarmy/about/
acs-inc.com	24,772	24,700	72	0.29%	https://en.wikipedia.org/wiki/Xerox
dteenergy.com	10,332	10,300	32	0.31%	https://en.wikipedia.org/wiki/DTE_Energy
novelis.com	11,044	11,000	44	0.40%	
lincolnelectric.com	10,042	10,000	42	0.42%	https://en.wikipedia.org/wiki/Lincoln_Electric
assai.com.br	10,056	10,001	55	0.55%	https://www.linkedin.com/company/assaiacadista/about/
investorsgroup.com	10,060	10,000	60	0.60%	https://www.linkedin.com/company/igwealthmanagement/about/
siemens.com	301,177	303,000	1,823	0.61%	https://en.wikipedia.org/wiki/Siemens
areva.com	16,117	16,000	117	0.73%	https://en.wikipedia.org/wiki/Orano
giustizia.it	10,077	10,001	76	0.75%	https://www.linkedin.com/company/ministero-della-justizia/about/
kellogg.com	31,304	31,000	304	0.97%	https://www.statista.com/statistics/247496/number-of-employees-of-the-kellogg-company-worldwide/
mindtree.com	23,583	23,814	231	0.98%	https://en.wikipedia.org/wiki/Mindtree
illinois.gov	10,111	10,001	110	1.09%	https://www.linkedin.com/company/state-of-illinois/
bayer.com	98,555	99,637	1,082	1.10%	https://en.wikipedia.org/wiki/Bayer
globallogic.com	24,726	25,000	274	1.11%	https://en.wikipedia.org/wiki/GlobalLogic
southernco.com	29,331	29,000	331	1.13%	https://en.wikipedia.org/wiki/Southern_Company
uscourts.gov	29,620	30,000	380	1.28%	https://www.uscourts.gov/statistics-reports/annual-report-2021
riotinto.com	44,410	45,000	590	1.33%	https://en.wikipedia.org/wiki/Rio_Tinto_(corporation)
airtel.in	18,180	17,917	263	1.45%	https://en.wikipedia.org/wiki/Bharti_Airtel
telkom.co.za	15,333	15,099	234	1.53%	https://en.wikipedia.org/wiki/Telkom_(South_Africa)

This table compares Employee eCount with reliable/reputable employee size data from sources including:

- Public company filings (SEC EDGAR)
- Self-reported on company’s own website
- Wikipedia
- LinkedIn employee indicators

For every domain with an Employee eCount of 10,000 or more, Profound does a deeper dive on the results. Our data research team reviews high quality, transparent, and alternative employee count metrics in order to identify the most extreme differences in Employee eCount and published Employee Size counts. The above table lists the closest deltas. For deltas to be this close for a single domain, we conjecture the company typically assigns all of their employees to a single email domain. When the delta is distant, the rationale usually falls into one of the caveats listed above, or multiple email domains must be aggregated, via the Ultimate_Domain Library® (UDL), to arrive at the top line number, as the Berkshire Hathaway example illustrates.

favicon	domain	Employee eCount	type	l2ultimate_domain	ultimate_domain
	disney.com	180,716	l2ultimate	disney.com	thewaltdisneycompany.com
	disneycareers.com	68,701	child	disney.com	thewaltdisneycompany.com
	thewaltdisneycompany.com	27,603	ultimate	thewaltdisneycompany.com	thewaltdisneycompany.com
	abc.com	24,175	l2ultimate	abc.com	thewaltdisneycompany.com
	espn.com	23,857	l2ultimate	espn.com	thewaltdisneycompany.com
	abcnews.com	12,675	child	abc.com	thewaltdisneycompany.com
	disneystore.com	11,312	child	disney.com	thewaltdisneycompany.com
	pixar.com	6,837	l2ultimate	pixar.com	thewaltdisneycompany.com
	disneyconsumerproducts.com	6,326	child	disney.com	thewaltdisneycompany.com
	disneycruise.com	5,480	child	disney.com	thewaltdisneycompany.com
	lucasfilm.com	4,688	child	lucasarts.com	thewaltdisneycompany.com
	startv.com	4,549	child	thewaltdisneycompany.com	thewaltdisneycompany.com
	disney.me	3,723	child	disney.com	thewaltdisneycompany.com
	disneyanimation.com	3,651	child	disney.com	thewaltdisneycompany.com
	wdvp.com	3,618	child	thewaltdisneycompany.com	thewaltdisneycompany.com
	blueskystudios.com	2,759	child	disney.com	thewaltdisneycompany.com
	disneylandparis.com	2,757	child	disney.com	thewaltdisneycompany.com
	21cf.com	1,976	child	thewaltdisneycompany.com	thewaltdisneycompany.com
	bamtechmedia.com	1,963	child	thewaltdisneycompany.com	thewaltdisneycompany.com
	disneystreaming.com	1,869	child	disney.com	thewaltdisneycompany.com
	hotstar.com	1,447	child	thewaltdisneycompany.com	thewaltdisneycompany.com
	disney.co.za	1,419	child	disney.com	thewaltdisneycompany.com
	starwars.com	1,069	child	lucasarts.com	thewaltdisneycompany.com
	dig.com	1,062	child	thewaltdisneycompany.com	thewaltdisneycompany.com

There are 5,172 Children, 11 Level 2 Ultimates, and 1 Ultimate Domain. Employee eCount = 413,643 for the Walt Disney Company digital family. 09/2022

Disney is another well-known company illustrated in the example.

Deloitte provides a different email domain to employees in each country. If you enter these email domains into a web browser, they typically redirect to deloitte.com, but the email domains work just fine for routing email. The Employee eCount reveals the sizing of Deloitte's international employee footprint that have an active email address. Several valuable insights are revealed:

- › Over time, we can rank the growth in each country that Deloitte is growing or reducing their human resources within.
- › Market Penetration Analysis: Determine which regions Deloitte is focusing on by analyzing the number of employees in each country. This can help in understanding market penetration and regional business strategy.
- › IT Infrastructure Scaling: Use email domain data to plan and scale IT infrastructure, such as server load balancing, data centers, and network bandwidth allocation, based on the number of active employees in each region.
- › SaaS providers can gauge how many seats Deloitte has for their offering because each Employee eCount represents a potential customer. SaaS providers can tailor their offering based on Deloitte's global footprint.
- › Insurance companies can better understand the cyber security risk of Deloitte factoring how many employees have an active email address. Email and behavior remain a primary vector for cyber risk: phishing, spam, malware, trojans, etc.

domain	Ultimate_Domain	Employee eCount	Ultimate Employee eCount
deloitte.com	deloitte.com	172,166	284,216
deloitte.digital.com	deloitte.com	36,620	284,216
deloitte.com.au	deloitte.com	31,492	284,216
deloitte.co.uk	deloitte.com	9,160	284,216
deloitte.ca	deloitte.com	5,403	284,216
deloitte.co.za	deloitte.com	4,799	284,216
deloitte.nl	deloitte.com	3,213	284,216
deloitte.ie	deloitte.com	2,584	284,216
deloitte.fr	deloitte.com	2,070	284,216
deloitte.es	deloitte.com	1,642	284,216
deloitte.com.cn	deloitte.com	1,206	284,216
deloitte.lu	deloitte.com	1,030	284,216
deloitte.se	deloitte.com	896	284,216
deloitte.no	deloitte.com	868	284,216
deloitte.ch	deloitte.com	828	284,216
deloitte.dk	deloitte.com	827	284,216
thisisheat.com	deloitte.com	825	284,216
deloitte.de	deloitte.com	688	284,216
deloitte.gr	deloitte.com	676	284,216
deloitte.pt	deloitte.com	626	284,216
deloitte.fi	deloitte.com	620	284,216
deloitte.co.nz	deloitte.com	475	284,216
deloittece.com	deloitte.com	464	284,216
deloitte.at	deloitte.com	410	284,216
taj.fr	deloitte.com	409	284,216
deloitte.co.il	deloitte.com	369	284,216
dextratech.com	deloitte.com	311	284,216
hyposwiss.ch	deloitte.com	293	284,216
sentekconsulting.com	deloitte.com	232	284,216
deloitte.com.br	deloitte.com	232	284,216
Other	deloitte.com	199	284,216
Deloitte.com has a total of 199 children domains in the family			

Domain-based cyber profiles, such as Profound's DBI profiles, offer much more coverage when factoring the full family of domains tied to a single entity. Even if one domain in the family has poor security, that can be an opening in the network that attackers can exploit.

Linking multiple Deloitte domains to a single ultimate domain ensures a higher level of matching when ingesting registration form submissions, third party data, resulting in improved ABM metrics and attribution.

KICS: KEYWORD INDUSTRY CLASSIFICATION SYSTEM

Many NAICS classifications are too broad, and thus, lack granularity. Profound has pioneered a keyword designation solution that classifies businesses at scale starting from the ground floor up. It offers a more granular classification system particularly well suited for the digital age.

Keyword phrases are clustered into groups, and those groups are consolidated into categories. These groups and categories share common keywords from keyword phrases, for example, *dermatology telemedicine apps* and *gene therapy for cancer* which share commonalities that, along with other meta-data, allow for programmatic grouping and categorization. These two keyword phrases relate broadly to Healthcare which is the high-level classification for the two companies that advertise those phrases.

To use a metaphor, Keyword Phrases are the individual leaves of the tree that reveal a great deal of granularity about the business. These leaves converge into stems or Keyword Groups that link many leaves together. These Keyword stems converge into Keyword Categories or branches that provide a coarse grouping of many downstream granular Keyword Phrases. A tree structure forms from the bottom up that organically links companies into distinct classifications. NAICS categories align with Keyword Groups and Keyword Categories for use cases that require the traditional NAICS system. Keyword coverage is on over 63 million global domains.

Shown below is a sampling of Keyword Phrases and their associated domains:

Keyword Phrase	Domain Group	Keyword Phrase	Domain Group
dermatology telemedicine apps	10xgenomics.com	gene therapy for cancer	10xgenomics.com
dermatology telemedicine apps	aceabio.com	gene therapy for cancer	accegen.com
dermatology telemedicine apps	activebeat.com	gene therapy for cancer	aceabio.com
dermatology telemedicine apps	brukinsa.com	gene therapy for cancer	activebeat.com
dermatology telemedicine apps	californiaproteins.com	gene therapy for cancer	anaspec.com
dermatology telemedicine apps	cancercenter.com	gene therapy for cancer	answersite.com
dermatology telemedicine apps	cancerresearch.org	gene therapy for cancer	brukinsa.com
dermatology telemedicine apps	cartcellscience.com	gene therapy for cancer	californiaproteins.com
dermatology telemedicine apps	challengingrrmm.com	gene therapy for cancer	cancercare.org
dermatology telemedicine apps	cityofhope.org	gene therapy for cancer	cancercenter.com
dermatology telemedicine apps	creative-biolabs.com	gene therapy for cancer	cancerresearch.org
dermatology telemedicine apps	explorecarttherapy.com	gene therapy for cancer	cartcellscience.com
dermatology telemedicine apps	fredhutch.org	gene therapy for cancer	challengingrrmm.com
dermatology telemedicine apps	globalhealthcare.direct	gene therapy for cancer	chop.edu
dermatology telemedicine apps	gsk.com	gene therapy for cancer	cincycancercare.org
dermatology telemedicine apps	healthinfo.care	gene therapy for cancer	gsk.com

Profound's Keyword Classification System is particularly well-suited for businesses with an online presence because their online text can be collected and classified. As an example, *On-demand Cloud Computing* aligns with NAICS 518210 *Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services* which is the most detailed NAICS code there is to *Cloud Computing*. The keyword itself provides a much more granular identity with the specific entity. Here are some example companies from naics.com:

- › Dxc Technology Company
- › Fiserv Inc.
- › Automatic Data Processing Inc.
- › Broadridge Financial solutions Inc.
- › Peraton Solutions Inc.
- › Change Healthcare Inc.
- › Verisk Analytics Inc.
- › Concentrix Cvg Corporation
- › Conduent Business Services LLC
- › Zynga Inc.

Simply put, many SIC and NAICS classifications are too broad and lack granularity. They also are tuned for the industrial age, not the digital era. This is why Profound has pioneered a keyword classification system from the bottom up, not the top down. Keyword phrases are self described by the companies themselves and clustered through modern data science techniques into groups and categories at Internet scale.

BIZID VERIFY

Comprehensive B2B Verification, Validation and Website Registration

Custom Domain Search
profound.net

Search

profound.net

E-mail Domain

B2B E-Mail Verified

Website Risk Propensity

0.508

Company Data

Company Name

Profound Networks, LLC

Address

227 Bellevue Way NE

City

Bellevue

State

WA

Zip / Postcode

98004

Country

US - UNITED STATES OF AMERICA

Digital Linkage

Ultimate Domain

profound.net

Cluster

profoundnetworks.com

marigolddirect.com

profound.net

ipaddress-finder.com

domainappend.io

marigoldtech.com

contactbook.net

Digital Business Intelligence

Form Data

Modify Form Data

E-mail

j@profound.net

IP Data

Custom IP Search

Search

66.115.149.133

User IP

domain

as46562.net

dtype

biz

registry

ARIN

status

ALLOCATED

region

North America

cc

US

state

WA

city

Seattle

postcode

98108

timezone

America/Los_Angeles

metro_code

819

ip

66.115.149.133

47°29'38"N / -123°42'21"W

User Agent

Browser

Chrome 126.0.0.0 (Blink)

OS

OS X 10.15.7 64-bit

Identify.

Advanced IP Geolocation technology allows you to accurately map IP addresses to business networks and determine physical locations. This cutting-edge technology ensures that visitors are from where they claim to be, significantly mitigating the risk of fraud and enhancing sanctions compliance. Our Ultimate_Domain Library® (UDL) provides an exhaustive list of child domains linked to the input website or email domain, giving you a clear understanding of the full digital footprint of your visitors.

Verify.

Our solution includes best-in-class Email Domain Verification, which links email domains from your website forms to reputable legal entities in databases such as Moody's Orbis and D&B WorldBase (requires license). This verification process instills confidence in the legitimacy of your digital business interactions. Possibly the world's most comprehensive domain-to-legal-entity matching service, you can map domains and email domains to ORBIS IDs and D&B DUNS Numbers, providing a detailed overview of the associated business entities. This data is invaluable for better decision-making and compliance. Linkage to legal entity is just the beginning. Scoring each domain to a website risk propensity model flags domains deemed high risk for further investigation.

Register.

Equip your business with the insight needed to thrive with our Digital Business Intelligence profile. This profile offers a wealth of information, including employee eCount, DNS records, cybersecurity grades, website risk propensity score, and geolocation data. By leveraging these insights, businesses can ensure secure and verified registrations, enabling a safer and more efficient digital environment for all B2B interactions. Entirely API driven for fast and secure form filling performance.

BIZID VERIFY FEATURES AND BENEFITS

Advanced IP Geolocation

Accurately map IP addresses to business networks and determine physical locations through cutting-edge geolocation technology. Ensure your visitors are who they say they are and mitigate the risk of fraud.

Comprehensive Email Domain Verification

Link email domains from website forms to reputable legal entities in databases like Moody's Orbis* and D&B WorldBase* in order to gain confidence in the legitimacy of your digital business interactions.

Enhanced Data Mapping

Seamlessly map domains and email domains to ORBIS_IDs* and DUNS Numbers*, providing a detailed overview of the associated business entities. Leverage this data for better decision-making and compliance.

Ultimate_Domain Library® (UDL)

Access the Ultimate_Domain Library®, which includes an exhaustive list of child domains linked to the input domain. Understand the full linkage of your registrants' digital footprint.

Digital Business Intelligence

Our Digital Business Intelligence (DBI) profile provides a wealth of information, including employee eCount, DNS records, cybersecurity grades, website risk propensity score, geolocation and more. Equip your business with the insights needed to thrive.

Flag	Most common value	Count	Rate
	US	1,394,424,235	40.19%
	CN	344,164,244	9.92%
	JP	180,422,224	5.20%
	GB	130,456,010	3.76%
	DE	129,735,047	3.74%
	KR	111,099,296	3.20%
	BR	86,655,371	2.50%
	FR	76,693,548	2.21%
	CA	72,101,309	2.08%
	IT	56,059,724	1.62%
	AU	50,291,855	1.45%
	NL	48,878,204	1.41%
	RU	45,018,586	1.30%

Flag	Most common value	Count	Rate
	IN	42,916,912	1.24%
	TW	36,370,324	1.05%
	ES	34,761,648	1.00%
	MX	28,954,842	0.83%
	ZA	27,324,155	0.79%
	SE	27,061,925	0.78%
	EG	24,084,838	0.69%
	PL	21,084,102	0.61%
	ID	19,126,936	0.55%
	AR	18,774,134	0.54%
	HK	18,654,387	0.54%
	CH	16,887,438	0.49%

Column Name	Fills	(Fill Rate)
IP	3,469,596,808	(100%)
Biz Domain	1,191,209,092	(34%)
ISP Domain	2,627,375,616	(75%)
Registry	3,469,547,264	(99%)
Registry Status	3,469,547,264	(99%)
Continent Code	3,447,572,236	(99%)
Country Code	3,447,572,236	(99%)
State	3,430,719,505	(98%)
City	3,447,570,702	(99%)
Postal Code	2,890,084,660	(83%)
Timezone	3,331,971,083	(96%)

Advanced Geo-location covers 195 countries for vast coverage.

WHY CHOOSE BizID VERIFY

Flexible Solutions to Meet Your Needs

Whether you need comprehensive verification or specific capabilities, Profound BizID Verify offers flexible solutions tailored to your requirements. Choose from our full suite or individual components to best support your business objectives.

Seamless Integration and Support

Our robust API documentation and dedicated support team ensure seamless integration with your existing systems. From onboarding to ongoing support, we're here to help you maximize the value of Profound BizID Verify.

Proven Success

Join the ranks of satisfied clients who have enhanced their security and operational efficiency with Profound BizID Verify. Our service has a proven track record of delivering results that matter.

Fraud Prevention and Risk Mitigation

- Use **advanced IP geolocation** to identify whether web traffic or account registrations originate from **data centers, high-risk regions, or sanctioned countries**.
- Identify **disposable or suspicious email domains** and block automated account creation, form spam, or fraudulent behavior at the edge.

KYC / KYB Compliance for Digital Platforms

- **Link email domains to verified business entities** to verify that partners, customers, or vendors are legitimate.
- Enhance your KYB checks by confirming **jurisdictional consistency** between submitted data (IP, domain, email) and known business records.

Customer or Partner Onboarding

- Enrich inbound webform data or signup submissions with **registry and geolocation metadata** to quickly assess legitimacy.
- Improve conversion while maintaining security by auto-classifying new leads or partners by region, organization type, or digital footprint strength.

Digital Supply Chain and Vendor Risk Assessment

- Map partners and vendors to their **Ultimate Domain Library® (UDL)** structure to understand ownership, affiliate networks, and related domains.
- Identify shared infrastructure, risky clusters, or dependencies within your extended ecosystem.

Lead Validation and Enrichment for Sales & Marketing

- Validate email domain submissions in real time and **enrich leads** with associated business entity, country, company size (via DBI), and more.
- Improve scoring models for inbound leads by layering in digital business intelligence attributes.

Infrastructure Intelligence for Security Teams

- Provide context to threat detections (e.g., an IP hits your firewall or API gateway) by **resolving it to ISP, region, company, and registry status**.
- Use this as a lightweight enrichment layer for SIEM platforms or incident response systems.



USE CASES

Methodology

DomainRank™ identifies the global linkage across all websites, including more obscure domains that are typically not entered into a browser. These domains are enormously influential because millions of high-quality domains link to them. For example, DomainRank™ lists google-analytics.com as the second most influential domain on the Internet. Tens of millions of websites leverage this service, but it is not a popular web destination for any site traffic monitoring service or the general public.

Stability

DomainRank™ is updated monthly, however, over time the list becomes much more stable. Over the course of a month, the DomainRank™ top 1 million domains are 95.3% consistent and over a year, 74.2% consistent. The DomainRank™ 5 million domains are **70% consistent** over the course of a year. By comparison, the Alexa Top 1 Million was about **18% consistent** over the course of a year. (The Alexa Top 1 Million terminated publishing in May 2022.)

Stability is important in time series analysis and predictive analytics. Massive fluctuations of domain sets reduce its viability for time series modeling and large scale predictive analytics.

DOMAINRANK™ FEATURES AND BENEFITS

Global coverage

A comprehensive database of over 280 million domains; covers all countries and industries.

Monthly updates

Get valuable insight with the ability to track changes in domains and relationships over time. We can provide a snapshot with over two years of history.

Discover new market entrants

Uncover information on growing companies by observing changes in strategic relationships.

Identify important influencers

Analyze network topology and the relationship of domains to identify trends and key prospects.

Quantify competitive differences

Measures online activity of one or more competitors with side-by-side comparisons over specific time periods.

KEY DIFFERENTIATORS BETWEEN DOMAINRANK™ AND OTHER WEBSITE POPULARITY RESOURCES

Ordinal ranking vs. logarithmic scoring

This graphic below shows that facebook.com ranks higher than baidu.com—and that is all. Is facebook.com ten times more popular than baidu.com? 12% more popular? It is impossible to know based on an ordinal ranking. In contrast, DomainRank™ contains the logarithmic score for each domain (the ordinal rank is also provided), so by comparing the two DomainRank™ scores, you can see the precise difference in rank.

Looking at facebook.com and baidu.com, there is a 3.5 times greater chance of unique domains leading to facebook.com than baidu.com. This provides much more insight than merely stating that facebook.com is #3 and baidu.com is #4. The term “leading” means that there are direct links and indirect links leading to a domain. Weight is given to domains that in turn have high quality domains leading to those domains recursively.

Domain	201808	YoY_growth	QoQ_growth	MoM_growth	Current_Rank
google.com	0.01568784	0.0639203	0.0404464	0.0104938	1
google-analytics.com	0.0141373	-0.0293541	0.0485388	0.0148486	2
googleapis.com	0.01280037	-0.0238497	-0.0100957	-0.00619793	3
facebook.com	0.0093308	-0.0611723	0.0378353	0.0141682	4
doubleclick.net	0.00779193	0.096278	0.0123226	0.00499262	5
twitter.com	0.005955914	-0.0332669	0.0318434	0.01808	6
parastorage.com	0.00384226	-0.129552	-0.0720844	0.00728231	7
godaddy.com	0.00357223	0.381828	0.036645	0.0112762	8
youtube.com	0.00354837	0.0074821	0.0132971	0.0117193	9
wordpress.org	0.00335868	-0.0251582	0.0251595	0.0130509	10
sedoparking.com	0.00301838	0.0148713	0.0105815	0.00572768	11
instagram.com	0.00275717	0.146956	0.0893499	0.038369	12
baidu.com	0.0026625	0.00243659	0.0201537	0.00728036	13
googlesyndication.com	0.00247758	-0.0258399	0.0163325	0.0072436	14
51.la	0.00243004	-0.0588029	-0.00141303	0.00984941	15
linkedin.com	0.00239288	0.183222	0.0644884	0.0356838	16
cloudfront.net	0.0023249	0.143711	0.0194323	0.00554537	17
facebook.net	0.00222538	-0.0987912	0.102422	0.0246804	18
gmpg.org	0.00218984	0.0309615	-0.0891873	-0.0467386	19
gstatic.com	0.002005529	0.107766	0.189957	0.00404872	20

DomainRank™ file sample from August 2018



Market and Growth Intelligence

DIGITAL BUSINESS INTELLIGENCE

A vast global database of 280 million unique domains, 90 million of which are unique business/organizational domains.

Profound's Digital Business Intelligence Database (DBI) contains a global network reference file of 280 million unique domains of which 90+ million are unique business or organizational domains. DBI also provides details on each domain's associated websites and network. Empirically built and based on years of research, DBI analyzes 4 billion routable IP addresses, 280 million domains, and 12 billion unique subdomains and refreshes them monthly or at specific intervals if required. This massive volume of rich data within DBI can be used to better identify opportunities to drive your business forward.

DBI can uncover unique insights about an organization's rate of network growth, use of e-commerce, cloud computing, managed services providers, web analytic solutions, online customer acquisition, and much more. DBI can be used to support sales, marketing, competitive intelligence, research, compliance, and analytics for companies that market technology as well as telecom-focused solutions and financial services products, to name a few.



HOW IT WORKS

Input: You determine the target audience based on the use-case challenges you are looking to solve

Output: Profound will create a custom DBI deliverable that can include up to 330+ technographic data attributes and scores

The DBI process is a real-time, dynamic, machine-to-machine process that is not reliant on processing output from a static database. With the ability to collect, store and refresh data on a dynamic cadence you require, DBI can build and update profiles on demand, ensuring the most up-to-date information based on the triggers you want monitored and the frequency of updates that you require.

DBI enhances any pre-existing data set with rich technographics and custom scores by analyzing a network's footprint. DBI can also generate granular 'ideal client profiles' from white space on a global basis, enabling you to identify and target organizations that are poised for growth. Because it's empirically built, and the data can be tracked back for up to 10 years, DBI is suited for model building, trend analysis and campaign targeting.

DBI API

#	API Field name	#	API Field name	#	API Field name
1	backlinks_count	24	external_links_level2_count	45	mail_server_provider
2	company_growth_score	25	first_seen_date	46	name_server_domains
3	company_name	26	has_self_email	47	name_servers
4	country_code	27	hosting_domain	48	network_growth_pct
5	cybersecurity_grade	28	hosting_range_domain	49	social_networks
6	datestamp	29	ip_block_owner	50	ssl_certificate_expiry_date
7	dbi_density_current_qtr	30	ip_block_owner_domain	51	ssl_certificate_grade
8	dbi_density_previous_qtr_1	31	is_ppc_advertiser	52	ssl_certificate_issuer
9	dbi_density_previous_qtr_2	32	isp_flag	53	subdomain_count
10	dbi_density_previous_qtr_3	33	isp_free_email_flag	54	subdomain_networks
11	device_count_current_qtr	34	kics_category1	55	unique_email_user_count
12	device_count_previous_qtr_1	35	kics_category1_confidence	56	url
13	device_count_previous_qtr_2	36	kics_category2	57	view
14	device_count_previous_qtr_3	37	kics_category2_confidence	58	web_analytics
15	device_count_previous_qtr_4	38	kics_group1	59	web_server_count
16	device_count_previous_qtr_5	39	kics_group2	60	web_server_type
17	device_count_previous_qtr_6	40	local_links_homepage_count	61	web_technology_widgets
18	device_count_previous_qtr_7	41	local_links_level2_count	62	website_ip
19	domain	42	mail_server	63	website_security_score
20	domain_classification	43	mail_server_domain	64	whois_created_date
21	domain_classification_score	44	mail_server_ip	65	whois_expiry_date
22	domain_grade				
23	external_links_homepage_count				

CSV ANALYZER

The CSV Analyzer is an online tool that provides a listing of DBI attributes with global counts, top values and data dictionary. You can try out the CSV Analyzer at <http://pfn.to/dbi2024q2>

Domain	Column Name	Count	%	Uniques	Min.	Max.	Avg.
	Domain	279,859,738	100	279,859,738	3	91	18.17
Business Location	Column Name	Count	%	Uniques	Min.	Max.	Avg.
	Company Name	22,829,324	8.16	20,636,727	0	493	1.65
	Address1	12,982,826	4.64	9,991,142	0	255	0.90
	Address2	2,412,701	0.86	953,274	0	257	0.12
	City	15,470,711	5.53	482,828	0	255	0.47
	State Province	8,902,343	3.18	46,456	0	125	0.15
	Postal Code	13,749,960	4.91	1,672,471	0	255	0.28
	Country Code	22,829,324	8.16	259	0	2	0.16
	Phone	12,271,352	4.38	11,585,464	0	257	0.57
Ultimate_Domain Library®	Column Name	Count	%	Uniques	Min.	Max.	Avg.
	Dclu Type	26,827,753	9.59	4	0	10	0.58
	Dclu Ultimate	26,827,753	9.59	9,124,813	0	77	1.58
	Dclu Sample Domains	26,827,753	9.59	9,124,813	0	350	5.36
	Dclu Member Count	26,827,753	9.59	765	0	5	0.12
Firmographics	Column Name	Count	%	Uniques	Min.	Max.	Avg.
	Employee Ecount	53,502,655	19	11,823	0	7	0.20
	Ultimate Employee Ecount	26,908,885	9.62	10,989	0	7	0.14
	Tickers	27,252	0.01	27,097	0	16	0.00
	Kics Category1	41,032,568	14	100	0	105	5.11
	Kics Category1 Confidence	41,032,568	14	39,910,830	0	19	2.62
	Kics Category2	41,032,568	14	100	0	105	4.92
	Kics Category2 Confidence	41,032,568	14	39,910,157	0	19	2.62
	Kics Group1	41,032,568	14	12	0	20	1.62
	Kics Group2	41,032,568	14	12	0	20	1.65

DBI FEATURES AND BENEFITS

Global census of the public-facing internet

Technographic snapshot of the digital footprint of a company's public facing "tech stack".

Track growth of cloud networks

DBI tracks where subdomains are hosted, uncovering a company's network of cloud vendors. This provides key insight that points to the degree of cloud adoption versus a continued investment in on-premise technologies or those taking a hybrid approach.

Track device counts and map routable IPs to business networks

DBI captures changes dynamically each month in all our profiles going back two years, and on request, up to 10 years. Device counts that 'roll up' to public-facing routable IPs are an indication of an on-premise infrastructure. DBI tracks changes like these—and others—and calculates a Network Growth score, providing unique insight.

IP-driven digital Account-based Marketing (ABM)

Profound's unrivaled mapping of IPs to a location-based business allows us to deliver specific technographic profiles, even when traditional firmographic sources are missing or unreliable across an enterprise's global organizational footprint.

Ultimate_Domain Library® (UDL)

You can achieve a comprehensive global snapshot of a company's total network environment once all of an enterprise's related domains are mapped and identified. This allows you to better support business intelligence risk and ABM applications for optimum allocation of resources.

The domain: A unique key for matching online and offline attributes

The domain can be a primary business website, a branded entity of a business, or a hostname with a network behind it. The domain is the bridge between offline and online data assets, and a prerequisite to produce Profound DBI elements.

Domains in DBI include 3 high-level categories:

› Organizational Entity Domains:

Includes Corporate, Non-Profits, Educational, Government, Military, Hospitals, Labor unions, and other organizational entities. Some valuable domains may not have an active website, but are included because there is a substantial network or other technical value behind them. For example, myvzw.com does not have a website, but is the network Verizon Wireless uses for over 17 million internet-connected smartphones.

› Non-Organizational Domains:

Blogs, Games, Music, Photo, Individual, Hobby, mature audiences, among others

› Inactive Domains:

Parked, Under Construction, Login page only, Error such as 404, DNS, Unauthorized access, etc.

DIGITAL ADVERTISING

Enhance modeling and marketing efforts with a deeper understanding of key metrics.

Profound's new industry classification system: KICS—Keyword Industry Classification System heralds a new way to classify 63 million unique domains based on paid and organic keywords clustered into groups and categories. KICS enables a much finer grained and self-reported approach to grouping businesses in the information age in comparison to SIC and NAICS classification systems that were built for the industrial era.

Keyword phrases that companies pay for and use organically form the leaves, and through hierarchical clustering groups and categories form the branches. This classification system is the first of its kind that was developed from a purely data-driven approach. The groups and categories provide excellent selectors for understanding the market potential and reaching it. The keywords themselves provide detailed and granular self-reported descriptions of the company and key products and services offered.

Understanding and valuing SEM keyword metrics such as budget, top keyword phrases, keyword categories, and keyword groups is crucial for B2B marketers. These metrics are valuable in developing predictive models. Profound utilizes machine learning algorithms to analyze the relationship between SEM spend and key performance metrics (e.g., CTR, conversion rates). TAM Builder leverages these attributes and frequently finds them to factor favorably into B2B look-alike models.

Licensing the Digital Advertising data asset can enhance B2B modeling and marketing efforts through better audience segmentation, more targeted campaigns, improved ROI, and a deeper understanding of your market and customers.

#	Field Name	#	Field Name	#	Field Name
1	Domain	29	kw countries	50	top organic kw 1
2	Ultimate Domain	30	average organic rank	51	top organic kw 2
3	UDL Type	31	monthly paid clicks	52	top organic kw 3
4	UDL Number of Family Members	32	average adrank	53	top organic kw 4
5	Profound company name	33	total organic results	54	top organic kw 5
6	Profound street address1	34	kw monthly budget	55	top organic kw 6
7	Profound street address2	35	kw monthly organic value	56	top organic kw 7
8	Profound City	36	total kw ads purchased	57	top organic kw 8
9	Profound state or province	37	monthly organic clicks	58	top organic kw 9
10	Profound postal code	38	ads age	59	top organic kw 10
11	Profound Country code	39	organic age	60	is ppc advertizer
12	Profound phone number	40	top paid kw 1	61	kics category1
13	Social networks: LinkedIn	41	top paid kw 2	62	kics category1 confidence
14	Social networks: YouTube	42	top paid kw 3	63	kics category2
15	Social networks: Facebook	43	top paid kw 4	64	kics category2 confidence
16	Social networks: Instagram	44	top paid kw 5	65	kics group1
17	Social networks: Twitter	45	top paid kw 6	66	kics group2
18	Social networks: TikTok	46	top paid kw 7	67	Datestamp
19	Social networks: Pinterest	47	top paid kw 8		
20	Mail server IP country code	48	top paid kw 9		
21	DNS IP country code	49	top paid kw 10		
22	Website IP country code				
23	Employee eCount				
24	Ultimate Employee eCount				
25	eCommerce vendor(s)				
26	DomainRank™				
27	Advertising partners				
28	Franchise Flag (Y/N)				

This table of attributes provides deep insight into the organic and paid digital advertising details of millions of businesses and online entities. Profound leverages this data for modeling purposes. Clients use this information for campaign targeting.



Precision B2B Audience Segmentation Using Keyword Intent

Challenge:

Traditional industry classification systems (SIC, NAICS) are outdated, often inaccurate, and too coarse for modern digital segmentation and targeting.

Solution with DaD:

Using the **Keyword Industry Classification System (KICS)**, which maps both **paid and organic keyword activity** to over 63 million domains, marketers can segment businesses based on **real, current self-reported digital behavior**. Instead of guessing industry from company names, KICS leverages what companies say about themselves through ads and search.

Impact:

- Identify vertical-specific segments using “kics category” and “kics group” fields.
- Discover new growth categories based on ad budgets and click volumes.
- Target look-alike businesses that spend similarly or rank similarly in search.

Optimizing B2B Look-alike Modeling and Predictive Scoring

Challenge:

Data scientists and marketers often lack high-signal training data tied to real online activity, resulting in imprecise or biased lookalike models.

Solution with DaD:

With fields such as **monthly paid clicks, total organic results, monthly organic clicks, CTR proxies, top KW ad spend**, and enriched domain profile attributes (e.g., employee count, domain rank), DaD becomes a **gold standard training layer** for machine learning.

Impact:

- Build feature-rich models that correlate budget + behavior with conversion outcomes.
- Train predictive models to identify high-converting domains or ad buyers.
- Use DaD for B2B TAM Builder pipelines, lead scoring, and budget allocation.

Competitor and Market Landscape Intelligence

Challenge:

B2B teams often rely on fragmented, manual, or lagging indicators to understand competitor ad strategy or discover emerging players in their market.

Solution with DaD:

The DaD allows businesses to **monitor paid keyword behavior, ad budget signals, and SEO footprint** of any domain and its industry peers. By aggregating this data, competitive benchmarking becomes both scalable and data-rich.

Impact:

- Identify top-spending advertisers using “is ppc advertiser” plus ad metrics.
- Compare organic vs. paid strategies across competitors.

TAM BUILDER

Identify and target your Total Addressable Market with unparalleled accuracy.

TAM Builder is a powerful tool designed to address specific needs and pain points faced by businesses conducting B2B prospecting. Unlike traditional models that rely on generic firmographics, TAM Builder focuses on technographic attributes that are unique to each business, providing a more accurate and precise matching of similar domains. This tool is especially beneficial for businesses looking to identify specific types of companies to target.

TAM Builder offers unique features and capabilities that set it apart from similar tools in the marketplace. It exclusively focuses on B2B domain-level data, providing deeper coverage than competing engines. The size and history of the data warehouse also contribute to its uniqueness.

Businesses using TAM Builder have access to in-depth analytics and reporting functionalities. They can examine the model's performance, including predictors and features with their values and weights. The tool also provides an output file layout that can be easily integrated into CRM platforms and marketing automation systems, or support risk and compliance decisioning.

While TAM Builder offers simplicity in its service, the quality and similarity of the output domains depend on the quality and similarity of the input domains. Data scientists can utilize Tam Builder to accelerate their work in conjunction with proper data analysis.

TAM Builder essentially finds other domains that share similar details of internet infrastructure as the input domains used for training. This opens up additional use cases beyond marketing, such as identifying fraudulent websites. By researching and curating a list of websites that are set up to defraud the public, we trained a model to find and score their look-alikes. We discovered that these websites share certain characteristics that TAM Builder identifies. The result is a successful model that identifies and scores fraudulent websites and is maintained and updated regularly.

BUILD YOUR TOTAL ADDRESSABLE MARKET

Examples of other custom models that we have built over time include:

- › eProcurement Propensity
- › eSignature Propensity
- › Digital Ad Spend Propensity
- › IaaS Growth Propensity
- › Unicorn Company Look-a-likes

With our data warehouse of over a trillion signals and a decade of history, TAM Builder is prepared to develop custom models for a variety of use cases:

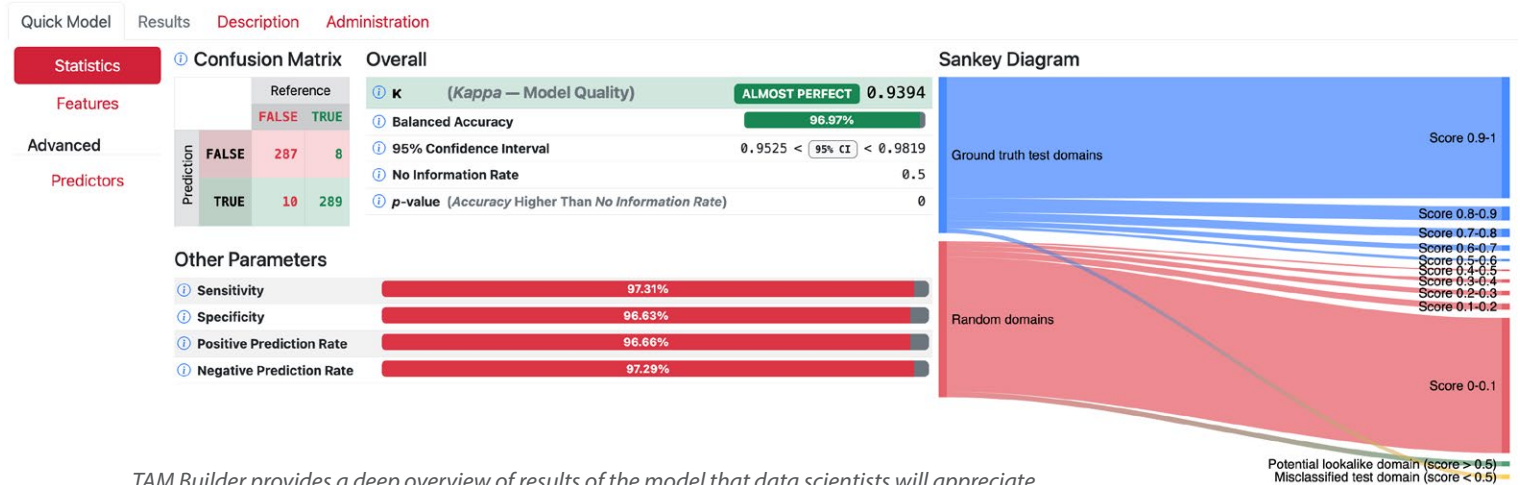
- › Take any list of domain or business records and find Look-a-likes to fill in white space and develop a robust total addressable market database for your next stage of growth
- › Ingest profiles of high risk or fraudulent registrations or claims and identify signals that indicate other records that exhibit the same tech stack
- › We collect a vast array of digital signals and vendor relationships that can be used as training data to develop model without necessarily requiring your sensitive data

Cloud_Native_Company_Score 

Quick Model
OUTPUT BUILT

Complete Model
MODEL BUILT

Download Input File 



TAM Builder provides a deep overview of results of the model that data scientists will appreciate.

TAM BUILDER FEATURES AND BENEFITS

Deeper insight

TAM Builder can also provide valuable insight into the size and potential of identified similar domains. By selecting the right input file of domains, businesses can obtain an accurate representation of the market opportunity. Additionally, Profound can enrich output domains for further segmentation and market sizing.

Proven results

TAM Builder has proven its value and results with numerous success stories and testimonials. For example, a global enterprise software company struggled to find Cloud Native companies to sell to until they used TAM Builder. By identifying 174k similar domains, they were able to plan and execute a successful global marketing effort.

Leverage Profound's DBI

The data warehouse powering TAM Builder, Profound's DBI (Digital Business Intelligence), has a 10-year history and unparalleled coverage and richness. TAM Builder combines machine learning with human curation to ensure data accuracy and relevancy.

Optimize your opportunities

TAM Builder focuses on technographic attributes and providing accurate matching of similar domains. It offers unique features, deeper analytics, and reporting functionalities to track and measure the effectiveness of prospecting efforts. With its data accuracy, customization options, and continuous updates, businesses can rely on TAM Builder to optimize their prospecting strategies and identify new opportunities in the market.

The most up-to-date data

TAM Builder stays up-to-date through constant updates and additions. Our dedicated team of data scientists and engineers continuously work to improve the data warehouse, which contains historical data on hundreds of millions of domains.

Businesses can further optimize their prospecting strategies based on the insights derived from TAM Builder. Updated and curated lists of domains with tighter similarities can be fed back into TAM Builder for increased precision and better targeting. This continuous feedback loop allows businesses to refine their prospecting strategies and achieve better results.

Cloud_Native_Company_Score 

Quick Model 

Results 

Description

Administration

Download Input File 

Statistics		
Features		
Features	Attribute	Value
	saas_company	"PARDOT LLC"
	employee_ecount	N/A
	saas_company	"ADOBE SYSTEMS INC."
	email_services	"salesforce.com"
	paas_company	"HUBSPOT INC."
	web_technology_tools	"Drift"
	tickers	"Other"
	employee_range	"> 10,000"
	revenue_range	"> 1B"
	dclu_type	"I2ultimate"
	cms	"Adobe CQ5"
	saas_company	"ORACLE CORPORATION"

Download as CSV 

COMPANY GROWTH SCORE

Identify growth based on digital infrastructure.

With hundreds of firmographic and technographic details on over 280 million unique website domains and over 1 trillion signals, Profound has created a Digital Universe that enables us to find look-a-likes from input files of domains with a confidence score that can be dialed up to a level that performs best.

The Company Growth Score – USA was modeled from a list of domains from the fastest-growing private companies in the USA. A separate score identifying the fastest growing companies outside of the USA was also developed. The model identified 85 thousand companies with a score of 0.98 or higher.

Company Growth Score - History - US market - BEST

All DBI data
With Historical Data

Quick Model
OUTPUT BUILT

Complete Model
OUTPUT BUILT

Download Input File [↓](#)
(4995 domains)

Download Complete Results [↓](#)

Enrichment

Quick Model

Data Visualization

Complete Model

TAM Output

Description

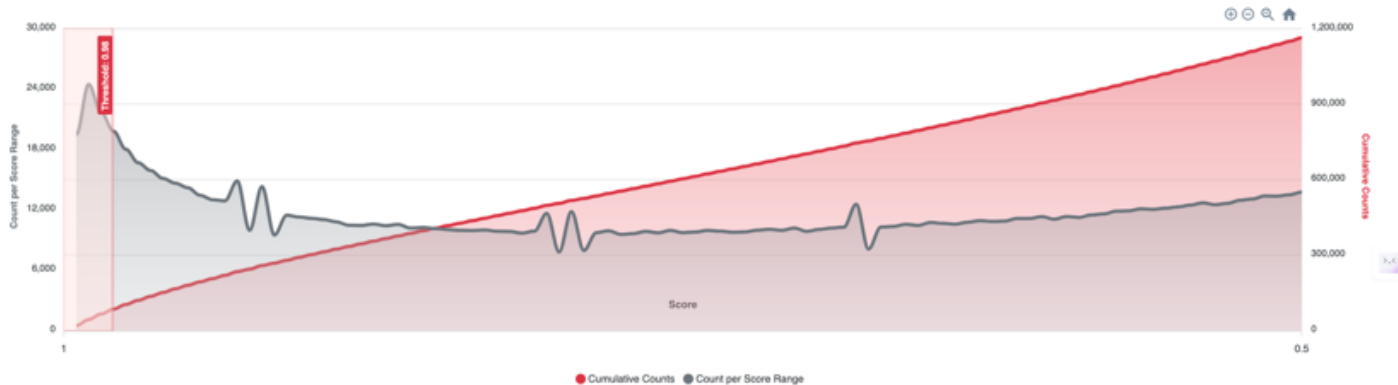
Administration

Interactive Frequency Chart

Selected **85,488** entries with score > 0.98.

Download Top [↓](#)

Download Selected [↓](#)



When we lower the score's propensity to 0.85, we increase coverage to 400 thousand records. The propensity threshold can be dialed up or down based on our customers' requirements.

The Company Growth Score – USA is built with total transparency, with predictors, their values, and their weights provided as needed. The model is updated on a monthly basis. Listed below are some of the predictors and weights:

label	attribute	type	relation	value	multiplier	weight	excluded
Cloud Company	cloud_company	factor	is	"TPX COMMUNICATIONS"	multiplied	4.553	FALSE
Has Careers Link	has_careers_link	factor	is not	"False"	multiplied	2.8	FALSE
Mail Server Versions	mail_server_versions	factor	is	"exim:4.92"	multiplied	2.046	FALSE
E-mail Services	email_services	factor	is	"outlook.com"	multiplied	1.713	FALSE
Employee eCount	employee_eCount	numeric	is	≥ 11	multiplied	1.682	FALSE
Kics Category1	kics_category1	factor	is	"Jobs or recruitment"	multiplied	1.676	FALSE
Total Keyword Ads Purchased	total_kw_ads_purchased	numeric	is	≥ 0	multiplied	1.642	FALSE
Linkedin URLs	linkedin_urls	factor	is	"Other"	multiplied	1.58	FALSE
Advertising	advertising	factor	is	"Klaviyo"	multiplied	1.575	FALSE
Unique E-mail User Count Validated	unique_email_user_count_validated	numeric	is	≥ 4	multiplied	1.508	FALSE
Mail Server	mail_server	factor	is	"aspmx.L.google.com alt1.aspmx.L.google.com alt2.aspmx.L.google.com"	multiplied	1.49	FALSE
DNS SOARnames	dns_soa_rnames	factor	is not	"Other"	multiplied	1.482	FALSE
E-mail Services	email_services	factor	is	"zoho.com"	multiplied	1.397	FALSE
Domain Classification Score Out	domain_classification_score_out	numeric	is	≥ 0.998	multiplied	1.389	FALSE
Country Code Pn	country_code_pn	factor	is	"US"	multiplied	1.384	FALSE
Stdev Unique E-mail User Count Validated 8Q	stdev_unique_email_user_count_validated_8Q	numeric	is	≥ 0.5	multiplied	1.371	FALSE
Social Networks	social_networks	factor	is	"LinkedIn"	multiplied	1.368	FALSE
Monthly Organic Clicks	monthly_organic_clicks	numeric	is	≥ 297	multiplied	1.357	FALSE
Kics Category2 Confidence	kics_category2_confidence	numeric	is	≥ 0.246	multiplied	1.337	FALSE
Domain Linkage Type	dclu_type	factor	is	"ultimate"	multiplied	1.329	FALSE
Ultimate Employee Ecount	ultimate_employee_eCount	numeric	is in range	[5, 12]	multiplied	1.314	FALSE
Top Paid Keyword 2	top_paid_kw_2	factor	is not	"NO"	multiplied	1.298	FALSE
Kics Group2	kics_group2	factor	is	"Electronics&IT"	multiplied	1.294	FALSE
Primary Density	primary_density	numeric	is	≥ 17	multiplied	1.278	FALSE
DNS Dmarc	dns_dmarc	factor	is not	"NO"	multiplied	1.258	FALSE
Stdev IaaS Density 8Q	stdev_iaas_density_8Q	numeric	is	≥ 0.31	multiplied	1.257	FALSE
CMS	cms	factor	is	"WP Engine"	multiplied	1.251	FALSE
LinkedIn Username	linkedin_username	factor	is not	"NO"	multiplied	1.232	FALSE
DNS AIPs Country Code	dns_a_ips_cc	factor	is	"US"	multiplied	1.227	FALSE
Slope Local Links Level 2 Count 4Q	slope_local_links_level_2_count_4Q	numeric	is in range	[0.2, 0.9]	multiplied	1.226	FALSE
Monthly Cloud Spend	monthly_cloud_spend	numeric	is in range	[1.34, 8.66]	multiplied	1.225	FALSE

COMPANY GROWTH SCORE



CASE STUDY

Business Application: New Acquisition Targets Private Companies Worldwide

Persona: Venture Capital and Private Equity Companies

Customer: Financial Services Company

Situation

- Company needed to identify fast growing, global private companies for investment or acquisition
- Looking to identify deeper metrics; traditional firmographics can not always categorize emerging technologies.
- New digital metrics are now available to identify the next group of Unicorns.

Solution

- Client implemented Company Growth Score (CGS) to identify the fastest growing global private companies to fuel their acquisition strategy.
- Using Profound's Digital Business Intelligence and 10+ years of trend data the Company Growth Score identified 186K business domains (83K based in US) for the company's intelligence.
- Profound's proprietary attributes included Keyword Industry Classification System (KICS) that captures how a company presents its operations online. This is a key feature to identify the right candidates.

Results

- Client achieved its objective in finding candidates for acquisition and investment in 2025.
- Client engaged with the fastest growing private companies at the right time in the customer growth cycle, fueling end customer success.

B2B eVERIFY

Assess the legitimacy, risk, and operational authenticity of organizations.

Email remains one of the most productive marketing and touchpoint tools in the B2B arsenal. However, high bounce rates can significantly damage your online reputation. B2B eVerify serves as a crucial component of an effective email management and validation strategy, helping to minimize bounce rates and enhance delivery success.

The verification includes three validation steps:

- Connect with the mail server for each individual input B2B email address and validate the username via an email protocol handshake
- If the B2B email address is served by Google or Microsoft, check with their API to determine deliverability
- Check if the email address was “seen” on the web which taps into Profound’s vast web index

Keep in mind that email is never sent from our systems during the B2B eVerify process.



HOW IT WORKS

Input: You securely upload only your B2B email address file

Output: You receive an enriched file with deliverability score and numerous valuable meta data attributes. Layout shown below.

Optimize lead engagement with higher-quality records

B2B eVerify’s robust validation process includes a rigorous test of each server’s response to determine an optimum deliverability score. Much more comprehensive than standard list cleansing, B2B eVerify’s easy-to-understand report enables organizations to fine tune marketing strategies for increased response and better ROI. It also enables you to define simple, yet robust rules that generate a high-quality record while minimizing uncertainty and risk.

Email	Username	Email Domain	Email Type	Primary MX Server	# of MXs	Deliverability	Response Code	Catch All	Service Provider	Email Error	Domain Error
edna.neuwirth@abbott.com	edna.neuwirth	abbott.com	B2B	viper.abbott.com	4	R	550	n	Abbott		Invalid User
alaburi@wyeth.com	alaburi	wyeth.com	B2B	mx-00013f02.gslb	2	R	550	n	pphosted.com		Invalid User
sam@dnb.com	sam	dnb.com	B2B	uscwygtw01.dnb.com	4	G	250	y	D&B		
eve.rodriquez@upbna.com	eve.rodriquez	upbna.com			0	Y	-1				DNS Failure
amy.becker@donaldson.com	amy.becker	donaldson.com	B2B	mail.globalfrontbridge.com	2	BG	250	n	Microsoft Frontbridge		
a.porter@bankofamerica.com	a.porter	bankofamerica.com	B2B	bankofamerica.com	4	BG	250	n	Bank of America		
sales@autodesk.com	sales	autodesk.com	B2B	cluster6.us	2	G	250	y	MessageLabs	Distrib	Email
mailto-arangel1@jnj.com	arangel1	jnj.com	B2B	nasmtpl.jnj.com	4	BG	250	n	Johnson & Johnson	Fixed	
tim.victor@weyerhaeuser.com	tim.victor	weyerhaeuser.com	B2B	mail.global.sprint.com	2	G	250	y	Sprint		
sally@gmail.com	sally	gmail.com	B2C	gmail-smtp-in.l.google.com	6				Google		B2C

B2B eVERIFY FEATURES AND BENEFITS

Better segmentation

Classify emails into categories of optimum deliverability — business-to-consumer, free-email providers, or legitimate business addresses. Eliminate records to save money and significantly improve response rates.

Minimize risk

Reduce risk associated with Internet and Email Service providers by minimizing bounce-backs. B2B eVerify analyzes complex server configurations and classifies the risk due to grey listing, Catch-all status, and more.

Improve results

Build high-quality segmented B2B email lists that can be leveraged more efficiently to drive greater sales results when DBI attributes appended to the record.

Tailored for your needs

Secure, scalable and customizable to provide confidence in the technology.



CASE STUDY

Business Application: SMB Lead Generation

Customer: Global Software Company

Situation

- Large Global Contact Database with name, address and contact email.
- Struggled with identification of SMB contacts vs. consumer contacts to position new software to the SMB market for new and upsell opportunity.
- High undeliverable rates were negatively impacting the client's online reputation.
- Sales segmentation required SMB distinction for marketing message and strategy.

Solution

- Profound processed all email contacts in the client's database to identify non-qualified, undeliverable records.
- Flagged all emails that were Free ISPs
- Appended Digital Business Intelligence (DBI) to all business IP emails to send targeted messaging based on technographic eco-system.

Results

- Identified 20% of contacts that were classified as consumer originally by client as SMB.
- Improved email deliverability rate by over 30% to insure online reputation was not affected by high bounce rate.
- Improved conversion to sales and overall campaign ROI to meet campaign goals.

During 2024 Profound globally processed over 2 billion B2B email addresses associated with 63 million global domains.



Risk and Compliance Intelligence

Leverage Profound's insight to evaluate a company's online security profile and mitigate risk.

WEBSITE RISK PROPENSITY SCORE

Better-identify high-risk domains.

Profound developed a model to assess the likelihood that a given website domain is deceptive in nature. A score approaching 1 indicates a higher probability that the site was designed with potentially illicit intent. Profound sources websites designed to deceive the public along the following categories:

- Phishing sites: *Enter your password here*
- Typo-squatting or look-a-like sites: *citidank.com* or *c1tibank.com* instead of *Citibank.com*
- Advertisement websites: *You're the lucky winner!*
- Scam crypto websites: *Use our DeFi platform to get 25% yield on your Bitcoin!*
- Fake shopping websites: *Chanel handbags for \$99! Only 2 left!*
- Charity fraud: *Please help Rover get medicine for canine cancer!*
- Fake Security sites: *Warning! Your computer has been infected, call this number immediately!*
- New sites that emerge regularly because scammers never sleep

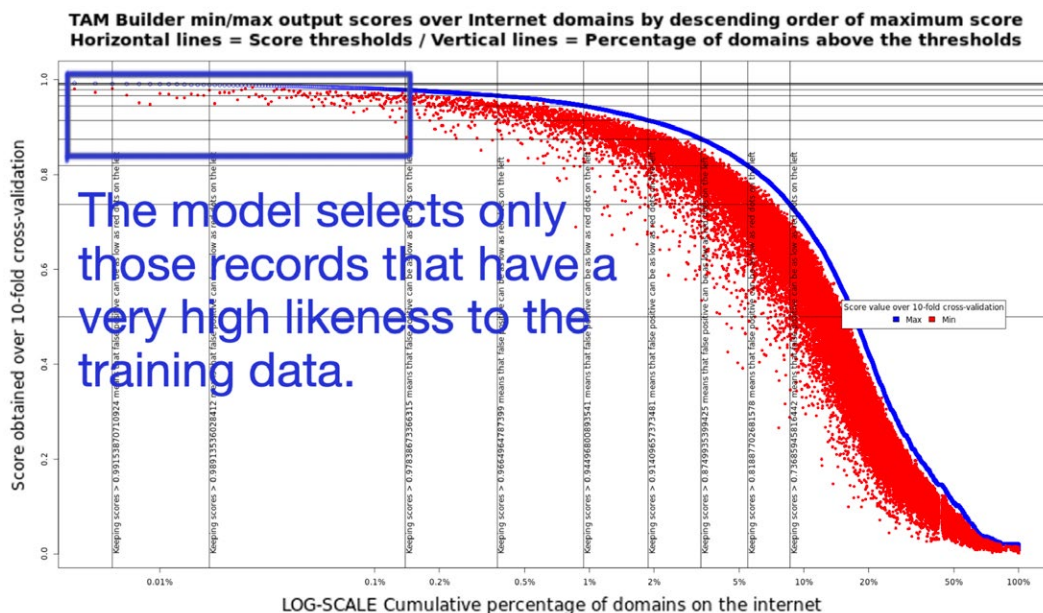
Sources

cyberghostvpn.com, bbb.org/scamtracker, astrill.com, and many other sources that publish scam website warnings.

Note: Many VPN providers also make lists of scam or high risk websites publicly available to protect their clients.

Methodology

Profound leverages TAM Builder which ingests researched domains from sources listed above, and sources of confirmed high-risk websites provided by some of our clients for a more tailored score. These domains are first enriched with hundreds of firmographic and technographic digital attributes with 10 years of history and then compared to the data warehouse of 300+ million domains and those with similar attributes are weighed and scored to develop the model.



Update cycle

The Website Risk Propensity model is currently updated monthly. The model can be tailored to specific high-risk websites encountered by our clients for a more customized score.

Profound identified 6.2 million domains (as of May 2024) with a website risk propensity of .9 or higher. This is a serious issue and one that will continue to increase.

Website_Risk_Propensity.csv 

All DBI data
With Historical Data

Quick Model
OUTPUT BUILT

Complete Model
OUTPUT BUILT

Download Input File 
(1467 domains)

Download Complete Results 

Enrichment Quick Model Data Visualization Complete Model TAM Output Description Administration

Interactive Frequency Chart

Selected 6,365,057 entries with score > 0.905.

Download Top 

Download Selected 



CASE STUDY

Business Application: Web Visitor Real Time Fraud Detection

Persona: Governance, Alliance Leadership, Business Operations

Customer: Global IT Software Company

Situation

- Need to identify Global Website business visitors in real time that have a high risk of fraud.
- Thousands of web visitors per day needed to be identified to ensure the right new partners only get registration website access.
- Required a fast and efficient way to drive insight on web traffic without changing web form or impact user experience.

Solution

- Client implemented a real-time Profound API for daily web business visitors to be identified.
- Profound tracks over 6.2 million global domains that have been identified as potential high risk mapped by empirical digital attributes.
- Appended Website Risk Propensity Score on each business domain to flag the potential for fraud and compliance/KYC risk for client evaluation.

Results

- Efficient use of onboarding resources ensured only qualified visitors receive a candidate application.
- Allowed client to reduce processing time by 18%.
- Client is currently collaborating with Profound to build a custom fraud model.

CYBER ANALYTICS

With cyber crime growing at a rapid pace, organizations need to continuously assess their network vulnerability and security. Cyber Analytics is a comprehensive global business tool that evaluates the security measures for millions of records. It provides a digital, empirical snapshot of critical external components of a company's public network that can be utilized to build models/scores or to leverage a Cyber Security Grade to assist in your decisioning process.

Cyber Analytics uses a numerical rating system that evaluates the security measures of millions of global businesses. It analyzes 280 million global domains, making it one of the most comprehensive security assessment solutions available on the market. With cyber crime predicted to cost over \$10.5 trillion globally by 2025¹, and websites, email servers and other digital assets at risk, Cyber Analytics delivers critical insight to help you protect your business.

Every organization is vulnerable

The cybersecurity outlook continues to worsen, with new figures claiming that data breaches worldwide have almost tripled between the first and second quarters.

Research from VPN provider Surfshark² found 110.8 million accounts around the world were breached in Q2 2023, as compared to 41.6 million in the first quarter of the year. Almost half of those breached in Q2 were based in the US (49.8 million), with Russia coming in second with 15.3 million accounts breached, followed by Spain (3.7 million), France (3.4 million), and Turkey (2.8 million). In terms of breach density (the number of breached accounts per 1,000 residents), the previous top three nations again lead the way, followed by Finland and Australia.

KEY BENEFITS

- › Provides the most comprehensive baseline for global cyber security scoring available
- › Evaluate customers, suppliers and other online relationships based on their network Cyber Security Grade
- › Leverage technographic DBI attributes to develop or improve models and scores to assign online risk and identify fraud
- › Identify prospects and new relationships based on their level of online security
- › Adds another key factor to help determine the overall health of a business based on how an organization manages their online presence
- › Use as alternative assessment criteria when traditional firmographic data and/or payment history data is not available or unreliable

¹Ene, C. (2023, February 22). 10.5 Trillion Reasons Why We Need A United Response To Cyber Risk. <https://www.forbes.com/sites/forbestechcouncil/2023/02/22/105-trillion-reasons-why-we-need-a-united-response-to-cyber-risk/?sh=1b80e5223b0c>

²Maddison, L. (2023, August 3). Data breaches have seen a huge rise in 2023 so far. <https://www.techradar.com/pro/data-breaches-have-seen-a-huge-rise-in-2023-so-far>

How does Cyber Analytics work?

Profound's Digital Business Intelligence (DBI) covers over 330+ technographic signals tied to a domain. This digital footprint reveals a network's strength or vulnerabilities. This data drives predictive performance for 6 of the top 10 Global IT brands and many companies in the financial sector.

Several DBI attributes contribute to a business' online Cyber Security Risk profile. The attributes include the strength of the TLS/SSL certificate which handles encryption on the website. This is particularly important if the business is running eCommerce or transferring sensitive information like passwords. The email server's

security is also examined. This is important to prevent phishing attacks, malware, spam and viruses.

If a company has a poor Cyber Security Grade, they have not taken the basic precautions to secure their website and/or their email infrastructure—and are deemed high risk accounts. Alternatively, if a company has a high grade, they have taken adequate steps to protect their network and digital assets. This does not mean they are immune to cyber crime since there are several factors including company and employee behavior that also impact a network's security.



HOW IT WORKS

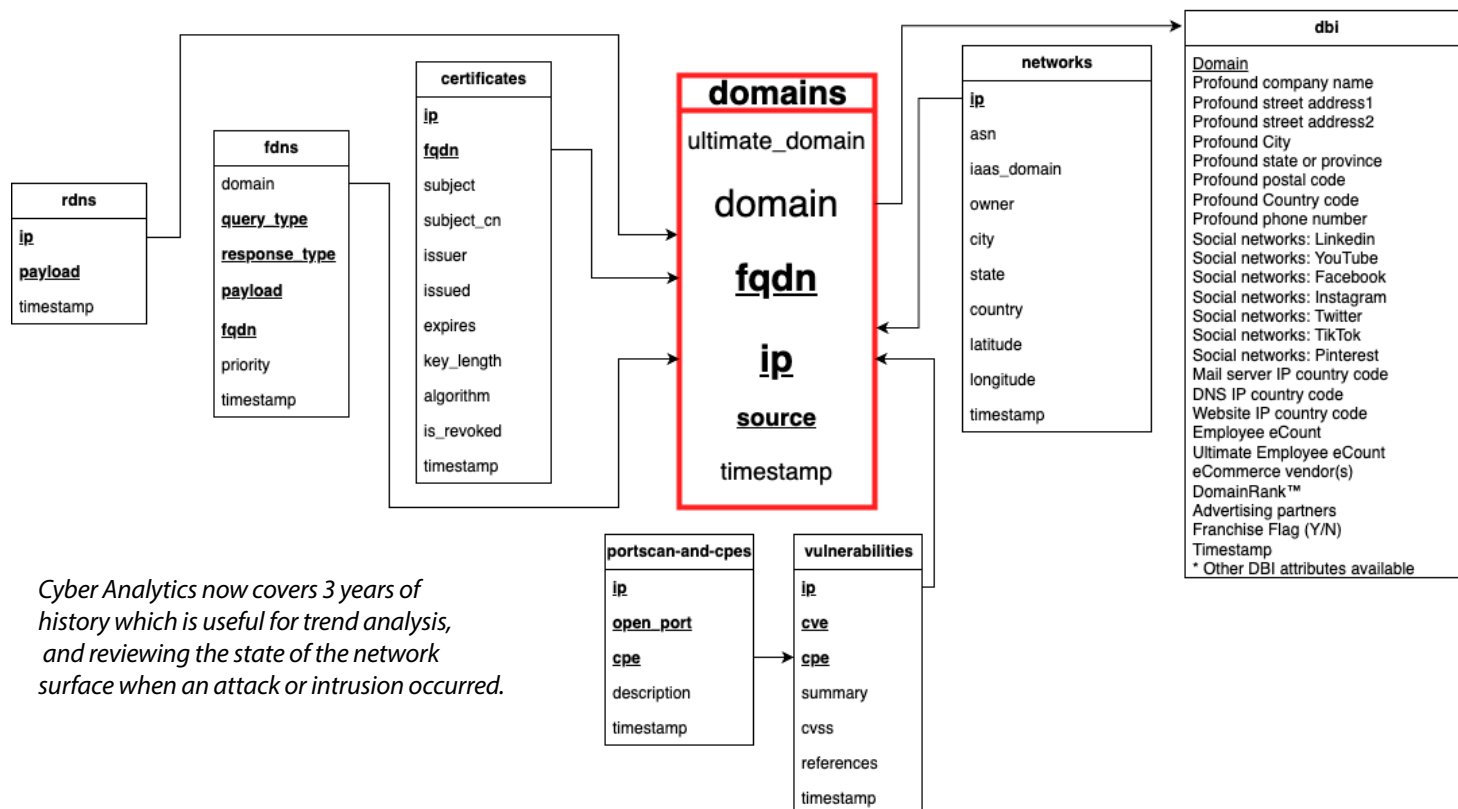
Input: List of domains or company names and addresses via Batch API

Output: Input file plus Cyber Analytics data fields with description

Cyber Analytics can help companies in a range of verticals make more informed decisions.

- › Provides security software companies the ability to reach businesses with the most exposed networks to offer security consulting, patches and upgrades
- › Allows insurance companies to evaluate their current cyber security portfolio
- › Provides insight to credit bureaus and other businesses to assess network security, giving them better intelligence for risk and decisioning
- › Allows insurance underwriters to accept or reject new business and adjust/set correct premium rates based on level of risk
- › Enables insurance brokers to add value to their client relationships by offering a forensic cyber review to ensure they have a secure network that can potentially lower their premium rates
- › Offers financial institutions the ability to assess overall risk in determining loan and credit card decisioning

CYBER ANALYTICS REFERENCE TABLE AND RELATIONSHIPS



Cyber Analytics now covers 3 years of history which is useful for trend analysis, and reviewing the state of the network surface when an attack or intrusion occurred.

CYBER ANALYTICS KEY INSIGHTS

Domain Append

- Append domain to customer/prospect lists to link the physical record to their digital footprint
- Add Cyber Security Grade and technographic Digital Business Intelligence (DBI) details
- Monitor for changes over time

Mail Server Security

- Determines if a company is leveraging email security capabilities such as SPF, DKIM, MTA-STS, DMARC and others
- Determines if a business has no/low email security features

SSL Certificates

- Factors encryption algorithm, key length, certificate expiration date, vendor, enhanced validation, and more
- Key brands with high/ low encryption can be identified
- Number of domains with no SSL Certificates can be identified

E-Commerce

- Domains with eCommerce set-up can be identified
- Number of eCommerce domains with no SSL Certificates can be identified. A major red flag.

Vulnerabilities

CVE - Common Exposures and Vulnerabilities are mapped to IP and port number providing deep insight into the network attack surface on millions of unique domains. These vulnerabilities on the total attack surface of millions of businesses gives you knowledge regarding who you are transacting with online. Before onboarding a new client or customer, you can make sure their network meets a minimum cyber security risk threshold. This is crucial when providing them with access to your network or when offering cyber insurance premiums among many other use cases.

Historical Data

- Up to three years of historical data available
- Number of network devices provides valuable information for determining trends
- Network growth percentage/decline over last 12 months

External Links and Back Links

- Reflects commercial network activity with other networks
- Represents a measure of digital health. Sites where change occurs indicate the site is receiving updates; those sites that are not updated are stagnant

Use Cases



USE CASES: SALES AND PROSPECTING

Product: Domain Append

Function: Prospecting

Sales representatives always qualify leads and typically search the Internet to gain insight into what the business does, their locations, the team, and other vital details. When a record does not contain a domain, reps are forced to perform online research every single time. What if the business does not have a domain or it cannot be easily found? The sales rep will likely dismiss that lead as unqualified. If the list has too many leads without a website, valuable time is lost, impacting sales.

Having the most up-to-date, accurate database with a domain gives organizations valuable insight that can help them better-target prospects.

Product: BizID Verify

Function: B2B Website registration

When someone registers on your website using jane@dq.com you may not know that this registration comes from a division of Berkshire Hathaway (Dairy Queen). Registrations can be prioritized effectively when resolved to its Ultimate Domain.

Product: Domain Append

Function: Branding and Identification

Most companies have an established online presence with a unique domain. The domain essentially becomes the main marketing tool. To reinforce the brand, companies typically utilize an email address structure for all employees. The email addresses captured via forms on websites can be mapped to your business records, helping to identify and prioritize prospects.

Visitors to a website that do not register or log in leave their IP addresses in your server log files. These IP addresses can also be mapped to a domain and then linked to your enhanced B2B database.



USE CASES: MARKETING

Product: DaD

Function: Audience Segmentation

Budget Insights: Knowing the budget allocation for different keywords helps in understanding which segments are more valuable and where competitors are focusing their efforts. This helps in identifying high-value audience segments.

Top Keyword Phrases: Analyzing top-performing keywords reveals the specific needs and interests of different audience segments, allowing for more targeted marketing messages. This also enables classification into industry groups.

Product: DaD

Function: Strategic Content Development

Content Optimization: Keyword metrics inform content creation by highlighting what potential customers are searching for. This ensures that the content addresses the specific needs and pain points of different audience segments.

Product: KICS

Function: Targeted Marketing Campaigns

Keyword Categories: Grouping keywords into categories enables marketers to design campaigns that are tailored to specific industries, products, or services. This ensures that the marketing efforts are highly relevant to the audience.

Keyword Groups: Understanding how keywords are grouped can help in crafting personalized messages and offers that resonate with distinct audience segments.

Product: KICS

Function: Competitive Analysis

Benchmarking: By comparing one's own keyword metrics with those of competitors, companies can identify gaps and opportunities. This helps in refining the Search Engine Marketing (SEM) strategy to better capture one's target audience.

Market Positioning: Knowing the keywords that competitors are investing in provides insights into one's market positioning and target audience, allowing companies to adjust their strategies accordingly.

Product: KICS

Function: Lead Generation & Nurturing

High-Intent Keywords: Focusing on high-intent keywords can attract more qualified leads who are closer to making a purchase decision. This improves lead quality and increases the chances of conversion.

Nurturing Campaigns: Segmenting the audience based on keyword engagement allows for tailored nurturing campaigns that guide leads through the sales funnel more effectively.



USE CASES: DATA SCIENCE/BI

Product: Digital Business Intelligence (DBI)

Function: Family Hierarchy Resolution

Email server: Many companies manage all of their domains from a single email server, making security management more consistent and less complex. This linkage is identified by Profound.

IP address mapped to parent domain: If multiple domains are hosted on the same webserver, this can be, but not always, an indication of linked domains.

SSL certificates: Enhanced validation of SSL certificates include the company name. All domains sharing the same enhanced validation name are highly likely to be linked.

Web analytics package ID: Different websites that share the same Google Analytics ID are highly likely to be owned by the same company.

Additional digital linkage signals include unique IDs mapped to CRM vendors such as salesforce.com. If multiple websites link to the same salesforce.com ID, it is highly likely that those different websites are owned by the same company.



USE CASES: SECURITY AND RISK

Product: Domain Append**Function: Risk Evaluation**

Critical business insight can be uncovered once you know the domain of the company. Banks and lenders typically review a company's website before extending a business loan. It's relatively easy to put up a website that conveys the credibility of a professional organization. Profound's Cyber Analytics provides the ability to look behind the public-facing content and into the technographics of the website, revealing important details. How long has the site been active? 5 years or 5 days? Does the site have a history of leveraging high-quality tools and services or are they employing low-cost / no-cost solutions? Does the site conduct eCommerce? Is it properly secured with industry-standard encryption tools like SSL/TLS certificates? What is the level of visibility and popularity of the website? The domain of an organization can provide a wealth of insight that helps gauge risk.

Product: Cyber Analytics**Function: Security**

Cyber Security risk analysis benefits from knowing the expanded attack surface of an organization's public network. Profiling only one domain tied to a company with many divisions, brands, and acquisitions, does not provide a complete Cyber risk profile. In the case of Berkshire Hathaway, Profound's DER library links it to 4,320 unique domains.

Product: Website Risk Propensity Score**Function: Web Visitor Real Time Fraud Detection**

Manually vetting every registration is resource intensive and time consuming. With enterprise volumes, it is often impossible to manually vet them all. The Website Risk Propensity model automates the initial evaluation for millions of website domains and B2B email domains, saving time and resources. The model is updated monthly and can be tailored to specific high-risk websites.

**Let us show you how Profound can help you
increase your sales, marketing and business success.**

Reach out to us for an exploratory
call at info@profound.net.

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