

B2B Lists - Frequently Asked Questions

1: What kind of guarantee do you offer?

MountainTop Data provides a guarantee on the accuracy of all emails, phone numbers, and any fields that are part of your specific data target. If you ask for only contacts in software companies and you get some contacts that are in a different industry, those are covered by our guarantee. Inaccurate emails or target data can be sent back within 60 days of receipt, along with an explanation of what part of the data is incorrect (bad phone number, email bounced, off target criteria, etc.), and we will replace them or give you a refund (your choice). Despite our best efforts, we know there will always be some inaccurate information, so we try to include enough surplus records with every list to make returning records unnecessary.

2: When and how was the data last verified?

We use many of the standard industry verification processes and 3rd party email verification systems but have also developed our own proprietary verification steps. Combining 3rd party verification with our in-house process, which include social media verification, phone verification, URL verification, and over 100 proprietary data scoring analytics processes, allows us to provide the cleanest data possible. We are constantly verifying our data with complete verification on every record at least every 90 days.

3: How much do your lists cost?

Ad Hoc Tiered Pricing: Our standard data pricing is based on the number of records purchased and ranges from \$0.10 to \$1/record. The more records you purchase, the lower your cost per record. A list of 30,000 records will usually be \$0.21/record (\$6,300) while a list of 1,000 records is \$1/record (\$1,000).

*Pricing can vary based on your specific target.

Talk with one of our experts to get a price quote for data within your target audience.

Prepaid Data: You can also purchase data credit in bulk and take advantage of our best pricing then order data against your credit as needed.

Data Subscription: If you would prefer a subscription ask about our TopData Search™ platform. We can offer credits or a no commitment subscription.

- Manual phone verification can be added to any list for an additional \$0.15/record.
- Technographic information can be added to any list for an additional fee.

4: What is your minimum purchase?

We have a \$1,000 minimum purchase. This will generally get you up to 1,000 records. The minimum purchase is lower in TopData Search™.

5: What are your data license terms?

We offer an unlimited single user license allowing your company to use this data as many times as you want, however you want, for as long as you want. The only restriction is that you can't resell or give the data to multiple third parties without permission from us.

6: What do I need to do to purchase a database and receive it?

We will send you a proposal with the specifics of your list, our guarantee, licensing, and all of our terms in writing. To purchase the list all you need to do is sign and return our proposal along with payment. A signed proposal can be faxed to us at (818) 332-1277, scanned and emailed or printed out and mailed to us. For payment, you can fill out the credit card authorization form at the end of the proposal, mail a check, or arrange a wire transfer. Let us know if you need a separate invoice or w9.

We can also email you a proposal and credit card authorization form that you can sign and fill out digitally without any need to print, scan, etc.

We begin processing the data for you as soon as we have received a signed proposal and payment. Once the data is ready, we will email you with a link where you can download the list.

Request a TopData Search™ account and you can purchase credits, run searches and download data directly online.

7: How will the data be sent to me?

Our team will email you with a link for downloading the data as an excel file. If you need the data delivered in any specific format let us know and we can accommodate you.

8: Can I get a sample list of your data?

Yes, let us know what data you are interested in and we will send you a sample. info@MountainTopData.com

9: What fields are included in your lists?

- | | |
|--|---|
| <ul style="list-style-type: none">• Company Name• Company Phone Number• Website• Annual Revenue (when available)• Number of Employees (when available)• Industry (when available)• SIC Code(s) (when available)• Technologies Used (by request) | <ul style="list-style-type: none">• Contact Name (separated into first & last name)• Title• Physical Address• City, State, Zip, Country• Email Address• Social Media Profiles (by request) |
|--|---|

Including information on specific technologies a company uses will increase the cost of your list. All other fields are included by default (no extra cost for email, phone number, etc). Fields not mentioned here can usually be appended if necessary, ask one of our experts if you need data that is not standard in our lists and we can likely accommodate you.

10: What types of titles are included in your databases?

We can target contacts by key words in their titles or job description as well as by any of the major departments (Sales, Marketing, Operations, HR, IT, Finance, Purchasing, etc.). We also segment our contacts into 4 title levels: C-Level, VP, Director, Manager and Sub Manager.

We can also target contacts by key words in specific areas of their social media profiles. This allows you to target not only the department a contact works in, but specific activities they are involved with.

11: What industries are represented in your databases?

Our database includes companies from all industries/verticals. You can target companies by SIC, NAIC, Industry Name, DUNS#, and key words in the company name or description. Not every account has information for each means of targeting, so a combination of targeting methods can be most effective (industry name and SIC, etc.). Talk to one of our experts to get a complete list of the industry names we use.

12: Can you identify what technologies a company uses?

Yes, if you want a list of contacts at companies using specific software, hardware etc. let us know.

13: What company size information do you have?

We can provide the number of employees (companywide) for most companies and revenue information for many companies as well. Below are the ranges we use in our employee # field.

1-10 employees, 11-50 employees, 51-200 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, 10,0001+ employees

14: Can I see which companies are included in a list?

Yes, we can always send you a list of companies included in any list you are considering. This can help you make sure we are providing the correct target companies for your marketing.

15: Can you exclude contacts or companies that we already have?

Yes, if you provide a list of emails we can exclude those contacts. If you provide a list of company URL (or company name if you don't have URLs), we can exclude any contacts at those companies. If you are concerned about releasing your suppression data you can provide us a list of emails or domains in MD5 format, or we can provide you with the same.

16: Can you provide data based on a list of companies that I provide?

Yes, we can provide contacts at your specific target companies. Send us your list of companies (preferably with the company URL), and we can get you a count and cost for what we can provide.

17: What is the geographic distribution of the contacts in your databases?

Our data is primarily for US contacts, but we do have international data as well. We can target geographically based on states, counties, cities, zip codes, metro areas, area codes, a specific mile radius (eg: within 60 miles of zip code 91303) or by country. Due to data privacy laws we may not provide data for contacts in some countries. Please be aware of the data privacy laws in any country you wish to purchase data.

18: What is the source of the data?

MountainTop Data is an original data source and we own all data that we provide. The exact processes we use are proprietary, we gather information from many sources, then combine and enhance it with our in-house data expertise. Our sources include data aggregation, mining public information (both online and off) as well as years of manual collection and direct marketing campaigns (email campaigns, tele-contact campaigns, and direct mail campaigns).

Our primary data sources are:

1. Partnerships with original data sources
2. Data Aggregation
3. Acquisition from private data sources
4. Social Media and online news
5. Public/Government records and filings
6. Public directories
7. Web based resources

19: What has been done to opt-in these contacts?

Any company that is selling you data and claiming it is opt-in is doing you a huge disservice. Opt-in is not transferable, a contact must opt-in with your specific company to be considered opt-in. Our lists are not opt-in.

20: What criteria can be used when requesting a count and sample?

Our data can be targeted by Title Level (C-Level, VP, Director, Manager, Sub-Manager), Title department, key word in the title, and/or key words in the job description, Geography (country, State, county, City, Zip Code, and radius from a zip code), Company size (number of employees, annual revenues, fortune 500), Industry (SIC, named industry), targeted company domains.

If you would like to target by other criteria let us know and we can likely accommodate you.

21: Do you offer any 'off the shelf' databases?

Below is a list of 'off the shelf' databases that we currently offer. Let us know if you'd like to see a sample for any of these lists. If you'd like more data, we do have many more than 30k contacts available for each of these.

- 30,000 **IT** Decision Makers for \$3,000
- 30,000 **Sales** Decision Makers for \$3,000
- 30,000 **Marketing** Decision Makers for \$3,000
- 30,000 **C-level** contacts for \$3,000
- 30,000 **HR** Decision Makers for \$3,000
- 30,000 **Finance** Executives for \$3,000
- 30,000 **Operations** Decision Makers for \$3,000
- 30,000 **CEOs and Presidents** for \$3,000
- 30,000 **Small Business Owners** for \$3,000

22: What other data services do you offer?

Talk to one of our experts for more information on any of these services.

- **Data Cleaning and Email Verification:** If inaccurate, dirty, and outdated data is costing your business we can help. Send us a 100+ record sample of your list and we will give you a free data analysis.
- **Data Append:** If you are missing emails or other fields we can help. Send us a sample of your data and let us know what fields you would like appended and we will give you a free estimate.
- **Custom List Building:** Let us know your criteria and we can build a list just for you.
- **Data Maintenance:** We can Scrub, Append and Enhance your data quarterly with a 1 or 2-year contract. We can also set up and manage a data server for you, manager your data server directly, or manager your data directly in any major CRM or marketing automation system.
- **TopData Search™:** Search our data and download records at your convenience. TopData Search is a powerful search tool connected directly to our data with options to purchase credits in bulk or by subscription. Talk to an account manager to get a demo and free account.
- **API:** Let us know if you would like more information and/or a free account for our B2B data API.