Prograsys®

Quality Data from Prograsys®
Driving Data Integrity Through Advanced Technology and Proven Experience

QUALITY. DEPTH. VOLUME.

For more than 175 years, we've been passionate about what the power of data can do to help businesses grow.

To get the most out of your sales and marketing efforts, you need the insight, direction and confidence that only comes with clean, actionable data — that's where Prograsys® comes in.

Prograsys® gathers data from 1000+ discrete sources across the globe. Through our manual process, we collect, aggregate, edit, and verify data from thousands of sources daily.

The foundation of Prograsys® data is Quality Assurance that includes more than 100 separate automated checks — plus many manual ones — to ensure the data meets our high quality standards. In addition, five quality drivers work sequentially to collect and enhance the data, including entity matching and corporate linkages:

We source millions of new contact records annually through four primary sources: crowd, source, third-party, and royalty based. Before they make into the Prograsys® database, we run them through our proprietary 3-dimensional data validation and cleansing and enrichment process — to ensure phones connect and email addresses are valid, accurate, and have minimized deliverability risk. Only 8% of those records — or about 10M — meet our high quality standards. We reconfirm email deliverability every 60 days and phone connectability every 180 days (90 days for high demand records, which is approximately 33%). This is all part of our data commitment to our customers.

Our data optimization processes ensures truth and value in your data as well. We leverage our database of more than 300M companies, more than 100M contacts, and more than 300M cookies to ensure your data is accurate and complete. We also provide data on more than 6,600 installed technologies.

The data and data management practices from Prograsys® enable you to optimize your data and align your sales and marketing efforts to focus on the most valuable relationships, including the companies and decision-makers that best fit your solutions.

prograsys.com