Historically you have been forced to choose between data coverage and accuracy. Legacy data vendors which focus on accuracy can only do so for a small number of companies because they rely on humans for data collection and cleaning. And legacy data vendors which focus on coverage can’t deliver accuracy at scale.

EverString’s data platform uses machine learning and artificial intelligence (AI) to constantly discover, profile, and monitor companies. Like a living organism, our platform learns and grows. And with the power of scale computing, it moves at the pace of millions of humans working in unison.

With EverString, sales teams can accelerate their prospecting and account research. Marketers can instantly map and prioritize their total addressable market, and quickly pull in companies that should be prospects but aren’t yet in their database. Operations and analytics teams can access the most comprehensive data sets. And together, they can land more and better deals faster.

Key Benefits

- Automate company research and prospecting
- Access intelligence on every company
- Discover high-fit accounts
- Industry-leading accuracy, coverage, and depth
- Data is ‘living’ and always up-to-date
- Intuitive, self-service interface

COVERAGE + ACCURACY

With EverString, you no longer have to choose

Historically you have been forced to choose between data coverage and accuracy. Legacy data vendors which focus on accuracy can only do so for a small number of companies because they rely on humans for data collection and cleaning. And legacy data vendors which focus on coverage can’t deliver accuracy at scale.

Visit everstring.com to schedule a demo today
With EverString you don’t have to compromise. EverString uses deep learning and artificial intelligence to achieve unparalleled accuracy and scale.

**Deep Intelligence on Every Business**

EverString captures 20,000 unique signals per company and keeps data current by scouring the web with the capacity of 1,000,000 humans, by creating new data through machine learning, and by ingesting data from every relevant source. When the platform encounters something it’s unsure about, it deploys parallelized human workers through a proprietary Human Intensive Task (HIT) system. This enables the platform to teach itself anything it doesn’t already know. Once it learns, it never forgets.

**Always Up To Date**

When you purchase data from antiquated sources, its quality is decaying from day one. By connecting to EverString’s live data, your sales, marketing and operations systems can be constantly refreshed and forever up-to-date.

**EVERSTRING DATA PLATFORM**

- **Automated AI and machine learning**
  - Fully automated model-building and feature selection
  - Similar company graph
  - Proprietary keywords
  - Deep industry classification (NAICS/SIC, etc.)
  - Natural language processing (NLP)

- **Flexible data ingestion**
  - Crawled data
  - Purchased data
  - Machine learning-created data
  - Human-cleaned data
  - Internal customer data
  - Any data

- **Massive-scale web crawling**
  - Proprietary crawling infrastructure
  - Capacity equal to 1,000,000 humans
  - Endlessly scalable
  - Self-healing
  - Diverse company data including websites, job postings, news, funding, technology usage, and team profiles

- **Human Intensive Task (HIT) system**
  - Proprietary, scalable crowd worker management platform
  - Transparency into worker and task-level accuracy, pace, and cost
  - Creates pristine training data for machine learning
SALES AND MARKETING USE CASES

**Accelerated Pipeline Creation**
Rapidly build closeable pipeline at scale

**AI-Assisted Prospecting**
Find relevant companies and contacts in seconds

**Intent Monitoring**
Identify companies that are actively researching your products, services and competitors

**Database Expansion**
Grow your database with net-new, high-fit companies and contacts

**Pipeline Prioritization**
Focus your team’s time and resources on the prospects that matter most

**Sales and Account Intelligence**
Access insights, contacts, firmographics, technographics, and intent for every company

**Account-Based Marketing and Sales**
Automate target account selection, and customize outreach by account and person

**Total Addressable Market (TAM) Mapping**
Map your TAM and discover relevant companies that aren’t in your database, but should be

ENABLE OPERATIONS AND RISK MANAGEMENT

**Industry Classification**
The highest accuracy available for NAICS, SIC and custom industry codes, and unsurpassed granularity

**Company Growth Indicator**
Automated identification of growth trends for every company through machine learning and comprehensive data

**Predictive Risk Modeling**
Fully-automated machine learning and predictive risk scoring to support credit and insurance underwriting

**Company Stability Indicator**
Automated stability and instability assessment for every company through machine learning and comprehensive data.

Visit everstring.com to schedule a demo today
WHAT CUSTOMERS ARE SAYING

"We’re proud to partner with and be a customer of EverString. We use their data to surface meaningful details and help us target accounts we believe will convert. It’s a critical component of our stack."

Sydney Sloan, Chief Marketing Officer

VERSIONONE®

88%

increase in engagement

SalesLoft

80%

win-rate

APPTUS®

80%

increase in conversions

WHAT CUSTOMERS ARE SAYING

ORACLE

STAPLES

AUTODESK

FedEx

SAIA

Citizens Bank

snowflake

ttec

SEAGATE

GROUPON

Nokia

VERSIONONE®

SalesLoft

Forte GRA

RingCentral

FIR EYE

Gartner

fullstory

Sendoso

blackbaud

What could you do with the world’s best data?
Visit everstring.com to get started.