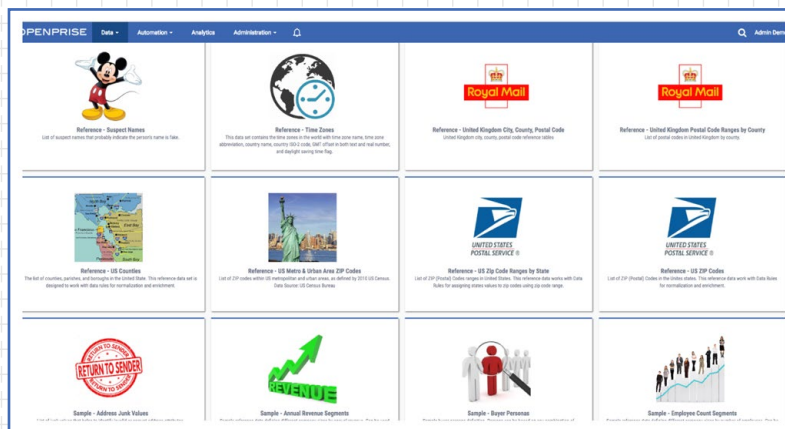


Openprise Open Data Catalog

It takes data to clean and enrich data. That’s why the Openprise RevOps Automation Platform includes the Open Data Catalog—a collection of open source data sets hand-curated by Openprise. These data sets make it easy to customize the way you clean and enrich your data to dramatically improve your segmentation, personalization, attribution, lead and account scoring, and lead routing programs.

The Openprise Open Data Catalog is an integral part of the Openprise RevOps Automation Platform that automates hundreds of marketing and sales processes to fuel company growth. The Openprise no-code platform lets you transform ever-increasing volumes of data, and automate critical business processes, all while conserving scarce IT resources, to drive better go-to-market results.



The Openprise Open Data Catalog is a hand-curated collection of data sets to help customize the way you clean and enrich your data.

Curated open data, all in one place

It could take you weeks to identify and thoroughly test all the data sets needed to clean up and enrich all the data in your marketing automation or salesforce automation platforms, so Openprise has already done that work for you. The Openprise Open Data Catalog provides one-stop shopping. Examples of data sets include:

- Country, city, metropolitan area, and postal code data sets to fill in missing values to segment and route leads more effectively.
- Job level, job function, and job sub-function data sets to let you

apply Openprise algorithms to derive these values from job titles, so you can improve lead scoring and assign leads to the right buyer personas.

- Known bogus names, addresses, and phone numbers so you’re never embarrassed by routing names like “Asdf Asdf” to your sales team as an MQL.

No more black boxes

Unlike other solutions, there are no “black boxes” in Openprise. You can see exactly which data sets are being used and how they’re being used, and even make tweaks or create custom data sets to reflect the unique

needs of your business. For example, you can use the Openprise Open Data Catalog to add custom data sets and do things like:

- Create custom industry classifications, like combining a list of bus, car, and motorcycle manufacturers into an industry named “Connected Vehicle” to segment your database.
- Roll up “Puerto Rico” into “Latin America” rather than “US” to align with your sales structure.
- Create a list of “Competitors” and “Indirect Competitors” to suppress for reporting and segmentation purposes.

Examples of data sets in the Openprise Open Data Catalog

New data sets are constantly being added the Open Data Catalog, so be sure to check with Openprise for the most up-to-date list. Don't see a data set you want? Just let us know. Here's a representative list of data sets in the Open Data Catalog:

Data set	Description	Records
Suspect names (aka "The Mickey Mouse list")	Suspect names that indicate a person's name is probably fake.	488
Junk address values	Junk values that help to identify invalid or corrupt address attributes.	762
Free and disposable email provider domains	Free and disposable email provider domains from around the world, like Gmail or Yahoo.	8,218
Company name extensions	Common company name extensions used to clean up company names. Extensions such as Inc., Corp., Ltd., LLP, Pvt, AB, SAB, and NV.	390
Stop words	Stop words in English, Spanish, French, German, Portuguese, and Italian. These are the most common words that lack strong meaning and are often removed before applying natural language processing to the text.	1,133
Job functions	Mapping of job title keywords to job functions, used to transform unstructured job title data to structured job function data. Supported languages: English, Spanish, French, German, Portuguese, Italian, and Japanese.	2,839
Job level seniorities	Mapping of job title keywords to job levels or seniorities, used to transform unstructured job title data to structured job level data. Supported languages: English, Spanish, French, German, Portuguese, Italian, and Japanese.	955
Job title standards	Standard job titles and their variations, used to normalize common job titles variations like VP, V.P., Vice President, Sr. Dir, Sr. Director, Senior Director.	2,839
Job sub-functions in finance	Mapping of job title keywords to job sub-functions in finance, used to transform unstructured job title data to structured job level data. Supported languages: English	109
Job sub-functions in HR	Mapping of job title keywords to job sub-functions in human resources (HR), used to transform unstructured job title data to structured job level data. Supported languages: English	99
Job sub-functions in IT	Mapping of job title keywords to job sub-functions in IT and engineering, used to transform unstructured job title data to structured job level data. Supported languages: English	374

Data set	Description	Records
Job sub-functions in Marketing	Mapping of job title keywords to job sub-functions in marketing, used to transform unstructured job title data to structured job level data. Supported languages: English	129
Industry keywords	Mapping of industry keywords to major industry categories, used to remap various third-party industry data sets to a set of 24 major industry categories.	724
NAICS 2002 to SIC 1987 mapping	Mapping of NAICS Code 2002 to SIC Code 1987.	2,167
NAICS 2012 to ISIC 4 mapping	Mapping of NAICS Code 2012 to ISIC Code 4.	1,665
Time zones	Time zones of the world with time zone name, time zone abbreviation, country name, country ISO-2 code, and GMT offset in both text and real number, and daylight saving time flag.	1,000
States, provinces, and regions	List of states, provinces, and regions of various countries. Current coverage includes Australia, Canada, China, France, Germany, India, Italy, Japan, Netherlands, Philippines, UK, and US.	376
Country names	Countries of the world with name, ISO alpha-2 and alpha-3 codes, calling code, continent, language, and currency. The country names are available in English, Spanish, German, French, Portuguese, Italian, Chinese, and Japanese.	238
Google Places	Mapping of Google Places types to address category such as "Business" and "Residential".	129
Cities (US and Canada)	List of cities in the US and Canada.	190,416
US counties/parishes/boroughs	The list of counties, parishes, and boroughs in the United States.	2,676
NPPES NPI	The National Provider Identifier (NPI) registry is a public directory of all active NPI records. Healthcare providers acquire their unique 10-digit NPIs to identify themselves in a standard way throughout the industry.	5,400,369
Alphabets and numbers	List of alphabets and numbers.	36
Domain suffixes	Known domain suffixes on the Internet. This reference data is used to clean email and URL.	10,328
Ireland cities/counties/provinces	Ireland cities, counties, and provinces.	84

Data set	Description	Records
UK city/county/postal codes	United Kingdom city, county, postal codes.	27,431
UK postal codes by county	Postal codes in United Kingdom by county.	3,533
German postal codes	Postal codes in Germany.	16,485
German postal code ranges by state	Postal code ranges in Germany, organized by Bundesland (State). This reference data works with data rules for assigning state values using postal code range values.	147
French postal codes ranges by province	Postal code ranges in France. This reference data works with data rules for assigning region values using postal code range values.	87
US metro and urban areas	ZIP codes within US metropolitan and urban areas, as defined by 2010 US Census. Data source: US Census Bureau.	17,412
US ZIP code ranges by state	Postal code ranges in United States organized by state. This reference data works with data rules for assigning state values to ZIP codes using zip code range.	108
US ZIP codes	Postal codes in the United states.	41,753
Phone area codes	Telephone area codes. Current list contains North American area codes excluding Mexico, plus Indonesia and Malaysia.	442
Canadian cities and postal codes	Cities in Canada with mapped county, census division, province, area code, postal code, and time zone.	33,820
Australian postal codes	Postal codes in Australia.	16,875
Malaysian postal codes	Postal codes in Malaysia.	2,818
New Zealand postal codes	Postal codes in New Zealand.	1,738
Postal codes in Singapore	Postal codes in Singapore.	28
Street suffix abbreviations in English-speaking countries	Common street suffix abbreviations used in English-speaking countries.	701
NYSE/NASDAQ stock symbols	Stock symbols from both NYSE and NASDAQ stock exchanges.	6,337

Data set	Description	Records
Sample generic junk values	Junk values that help identify invalid or corrupt data in most data attribute types.	16
Sample job title junk values	Junk values that help identify invalid or corrupt job title data.	1,179
Sample non-English junk values	Junk values that help identify common non-English characters in most data attributes.	81
Sample junk phone data	Junk values that help identify invalid or corrupt phone data.	618

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About Openprise

The Openprise RevOps Automation Platform fuels company growth by automating hundreds of sales and marketing processes, helping RevOps teams realize the value promised from their RevTech investments. Openprise is a single, no-code platform that can help to simplify even the most complex RevTech stack. For more information, please visit www.openprisetech.com.