

data  
axle

# 7 Tips

for Leveraging Data  
in an Age of Disruption

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Chief Product Officer

Rohan oversees Data Axle's products, technology, and data, with a view towards creating increasingly valuable solutions for our clients and partners.

His teams are responsible for product management, design, engineering, analytics and data science, and IT & data operations as he leads the evolution of Data Axle's product suite.



# Volatility has **increased**



## **Businesses**

have opened and closed



## **People**

began working remotely,  
moving to new cities





**We've captured 25M business changes  
in the last 2 years**

**3.2M**

Business openings

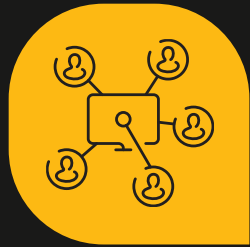
**2.5M**

Business closings

**1.6M**

Ownership changes

# We all have to respond to new norms

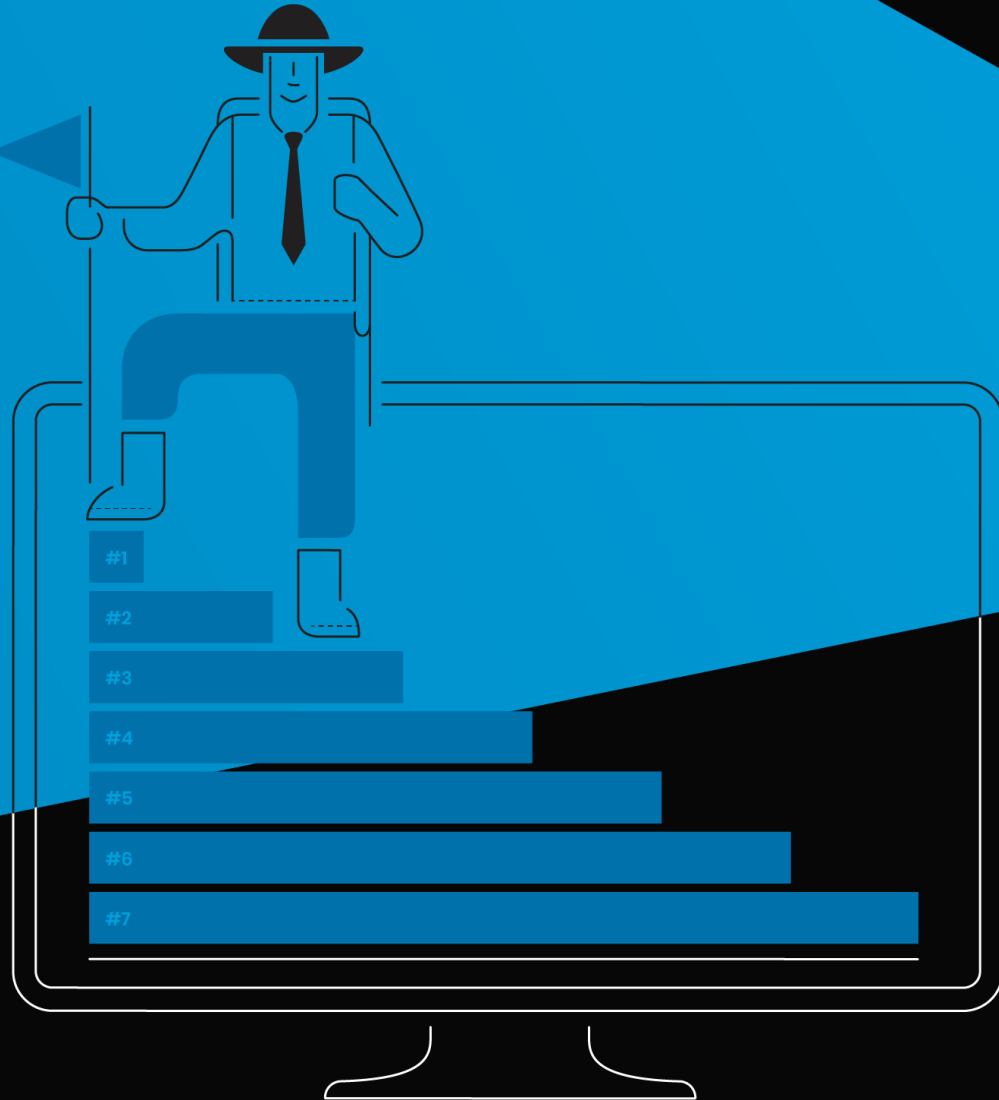


We've evolved,  
and so must you



To keep driving value  
for your customers





**Here's what  
you can do to  
stay ahead**



## TIP 1

# Time After Time

Is real-time for you?

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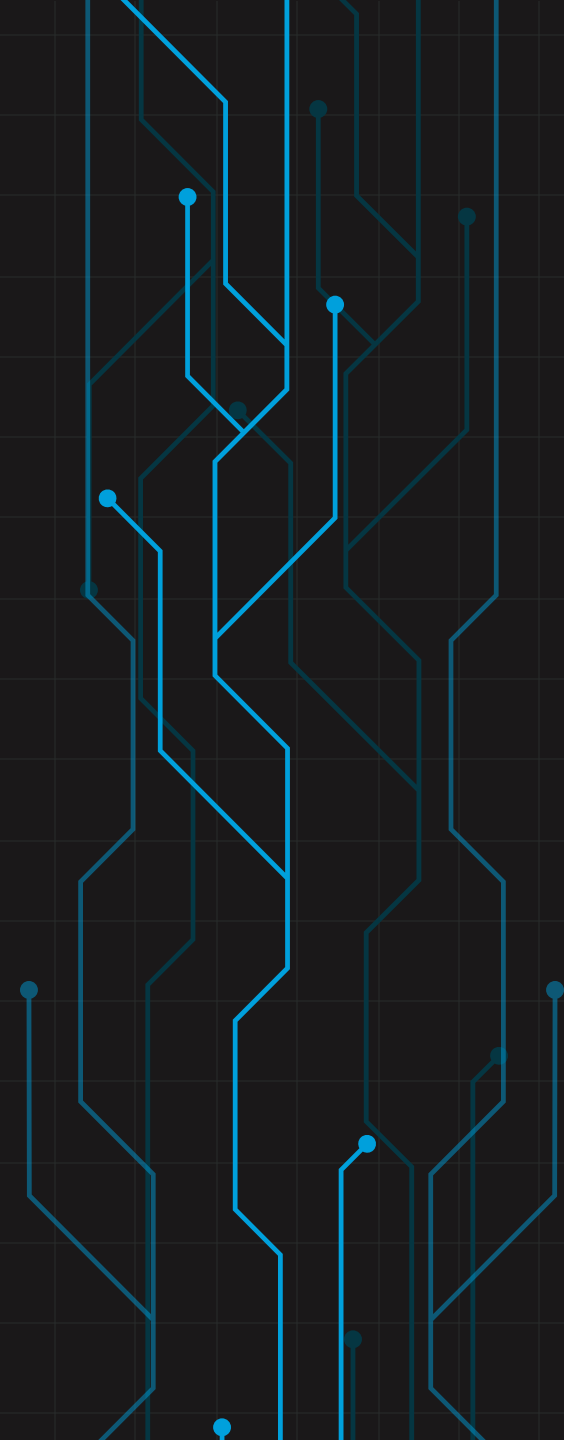
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# Did you know?

**8,000**

businesses open  
their doors each day

**In just one day we've seen the  
following changes:**

**2,557**

business addresses

**2,052**

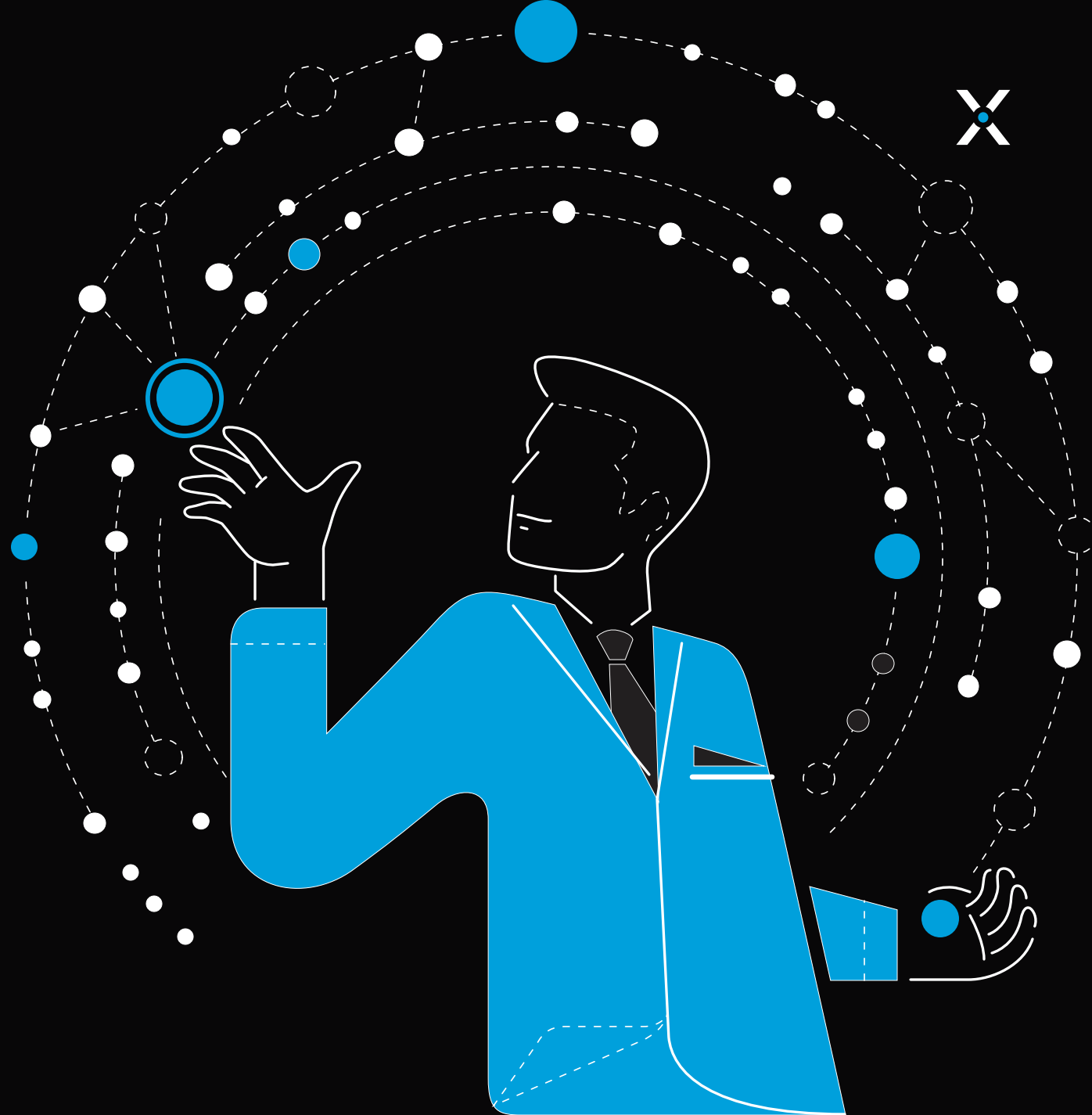
telephone numbers

**13,045**

URLs

**9,390**

primary contacts



**1**

2 3 4 5 6 7





**Ensure consumers are getting  
where they need to go**



**NOW OPEN**



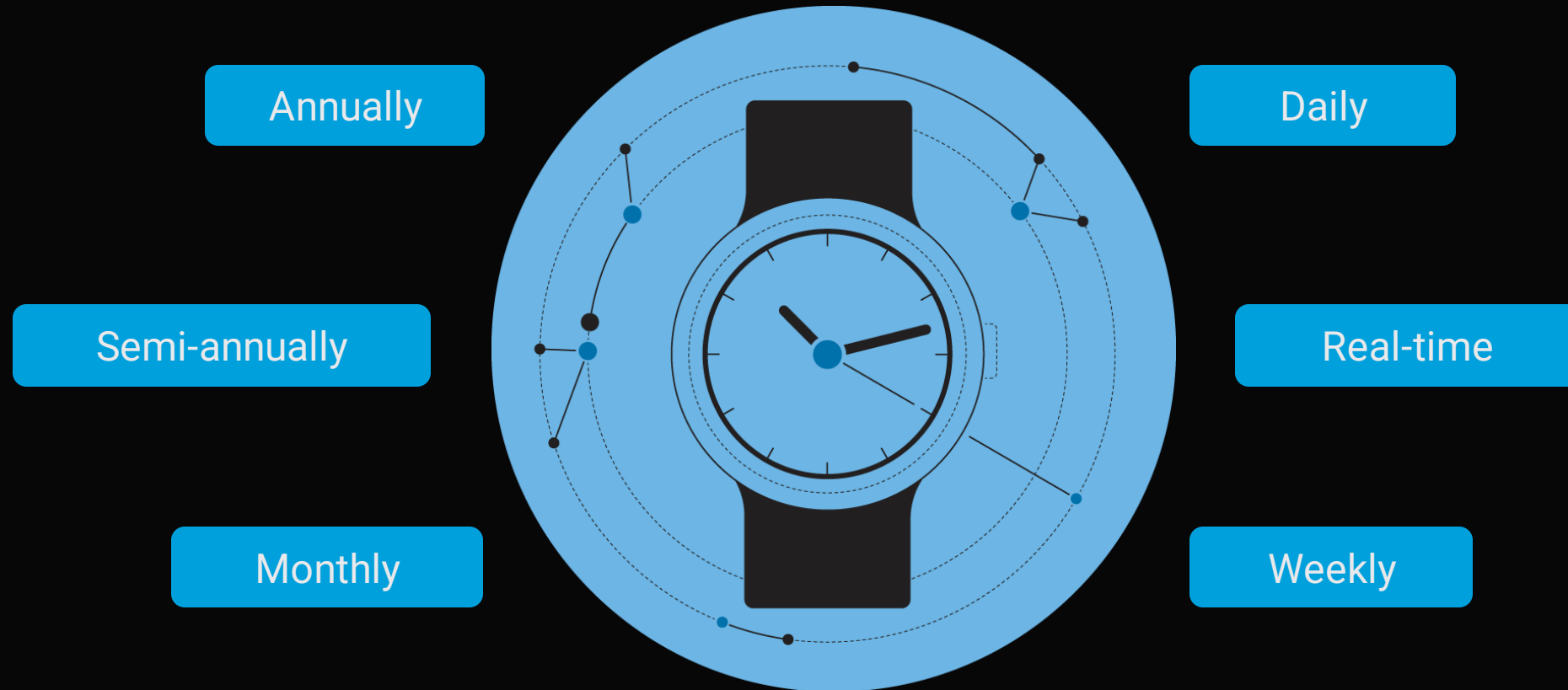
**Companies can tackle this challenge by accessing real-time data through APIs**



**1**

2 3 4 5 6 7

# Choose the frequency that is right for your use case



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2 3 4 5 6 7

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# Granularity is a defining factor

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## TIP 2

# Changes (The Way It Is)

Industries are evolving. Fast.

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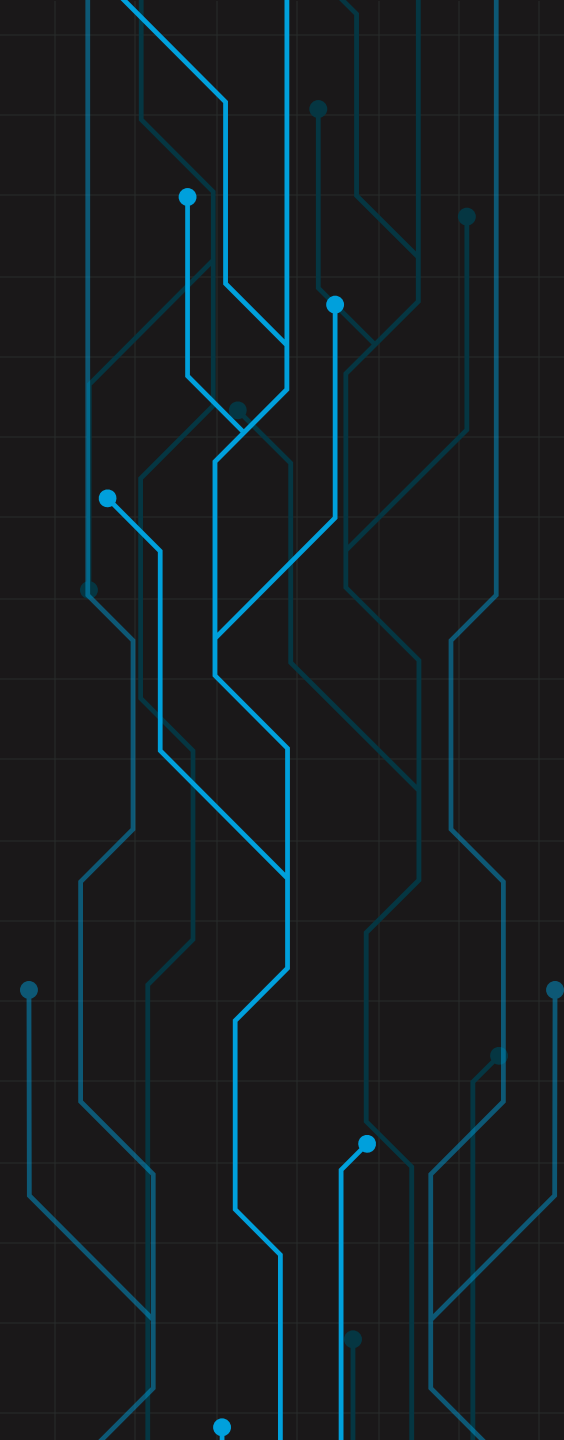
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Many brands and categories  
are no more or have moved online...

Gordmans

GOODY'S  
your town. your store.

LIMITED  TOO

AÉROPOSTALE

COLDWATER®  
Creek

GYMBOREE

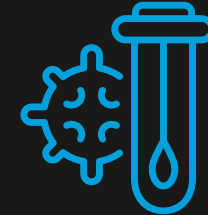
...but new ones are **popping up all the time**



**CBD Businesses**



**Food Businesses**



**COVID Testing &  
Vaccination**

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# Stay up to date with your industry filters

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## TIP 3

# Blurred Lines

Connect business and consumer profiles

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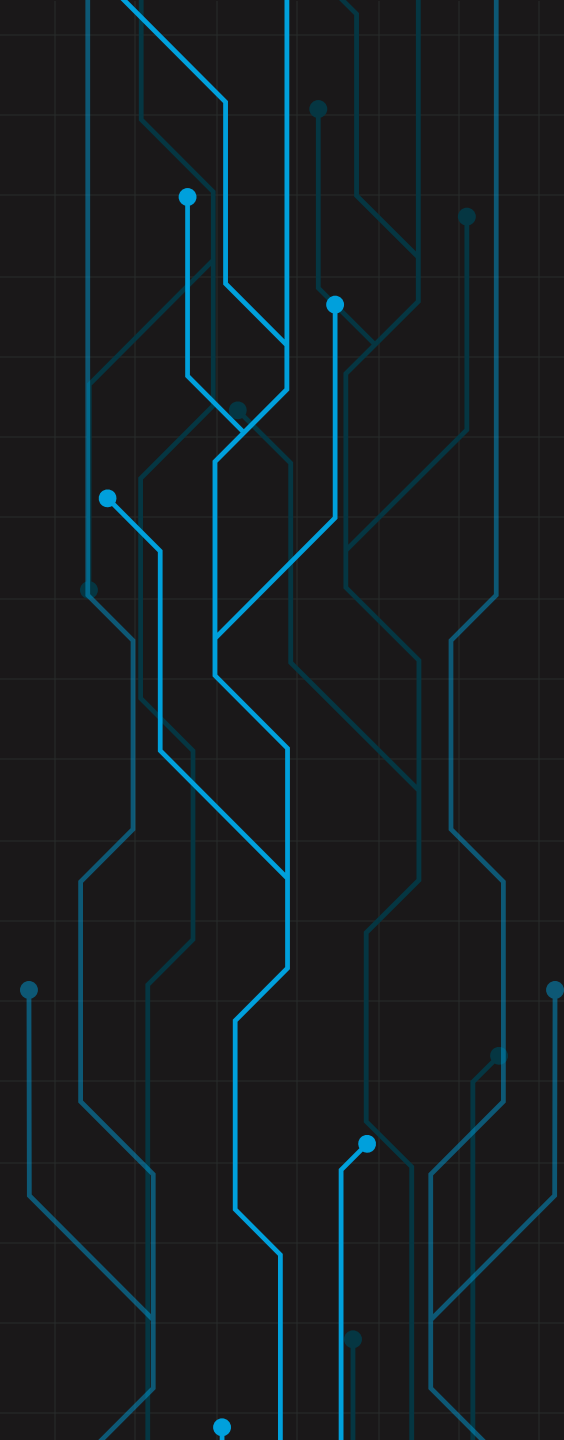
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Blurring **work** and  
**home** boundaries





# Tailor your message



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# Expand your reach



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Now, more than ever  
go omnichannel



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## TIP 4

# Somebody's Watching Me

Don't skimp on privacy and compliance

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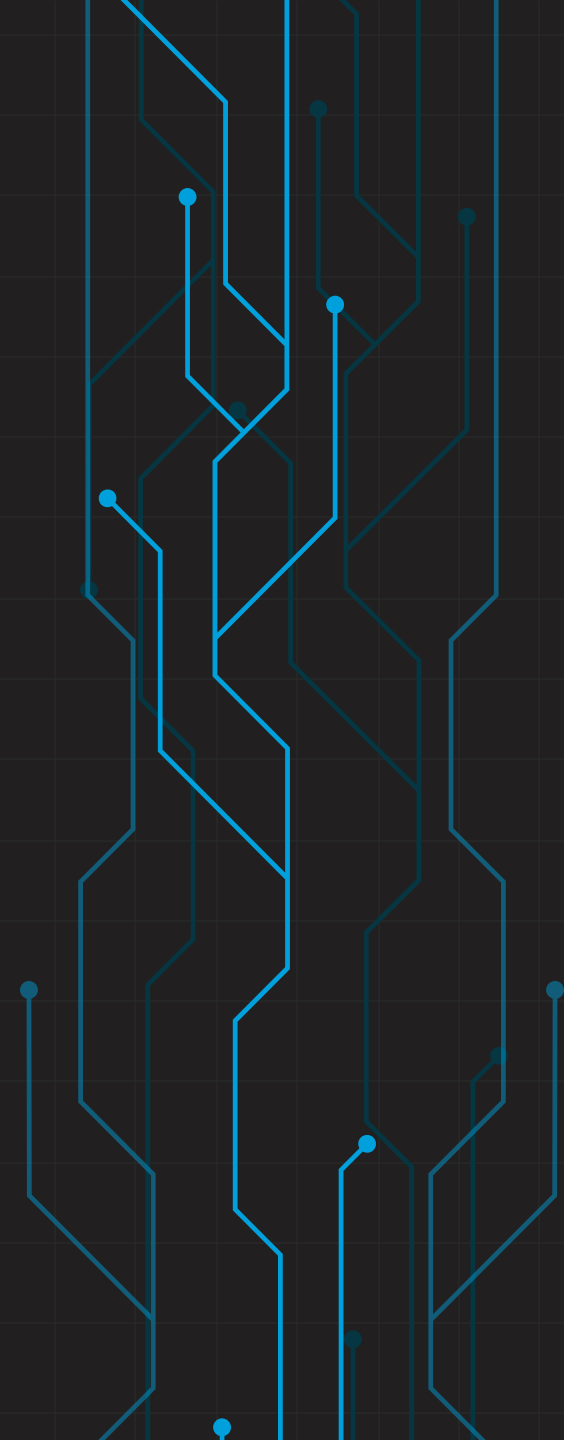
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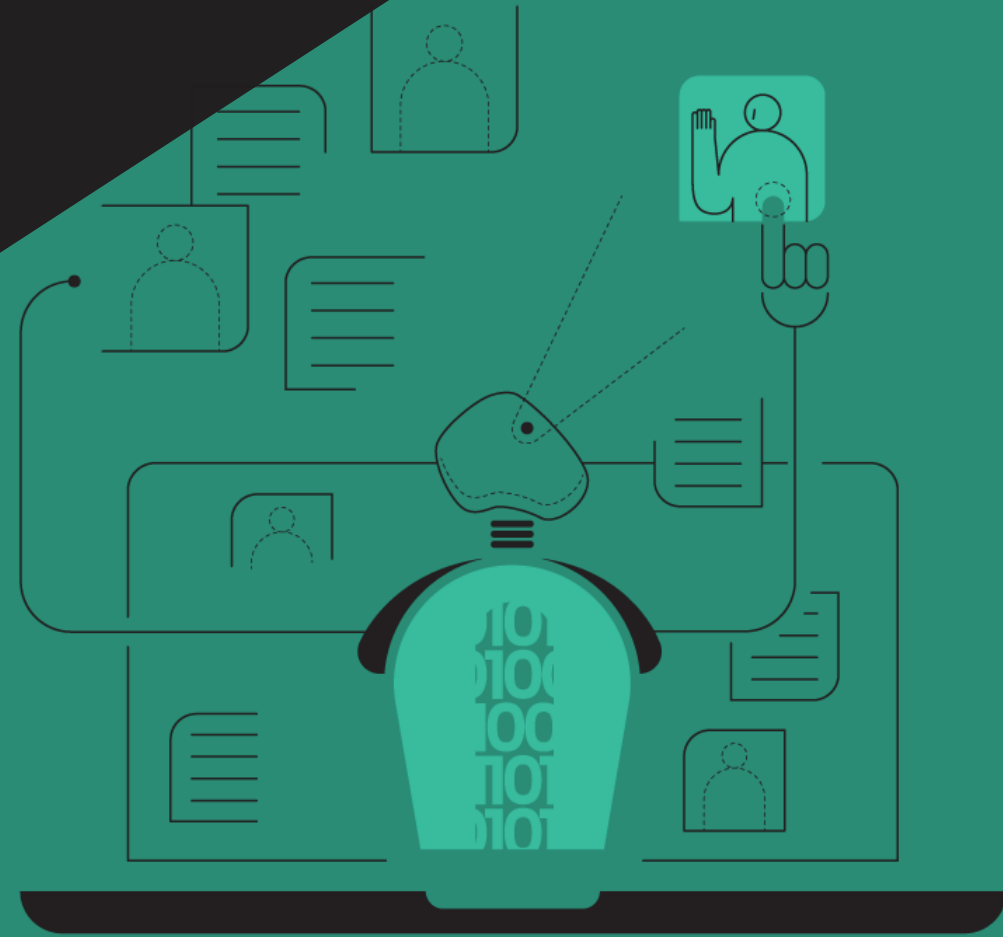
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# Privacy is all our concern



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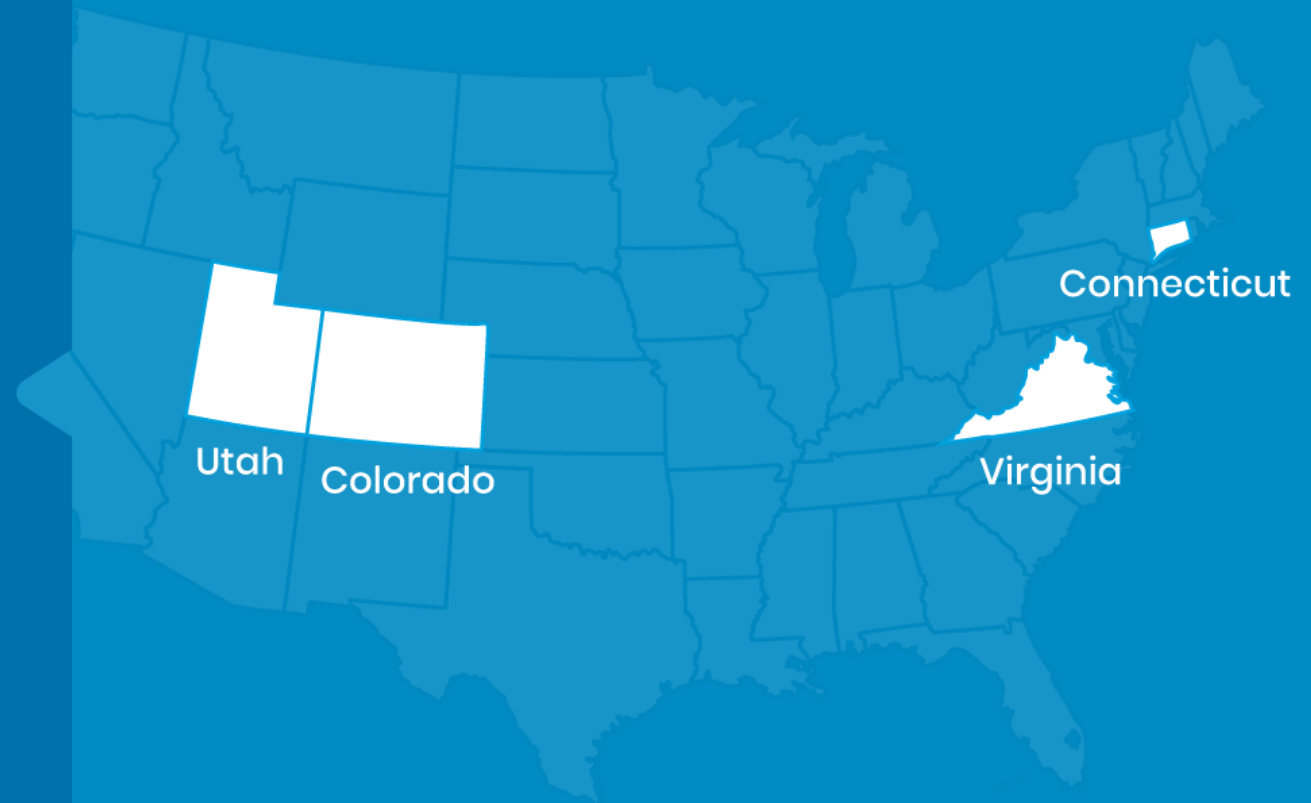
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Stay well ahead of  
the curve



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## TIP 5

# Don't Stop Me Now

Always Be Enhancing

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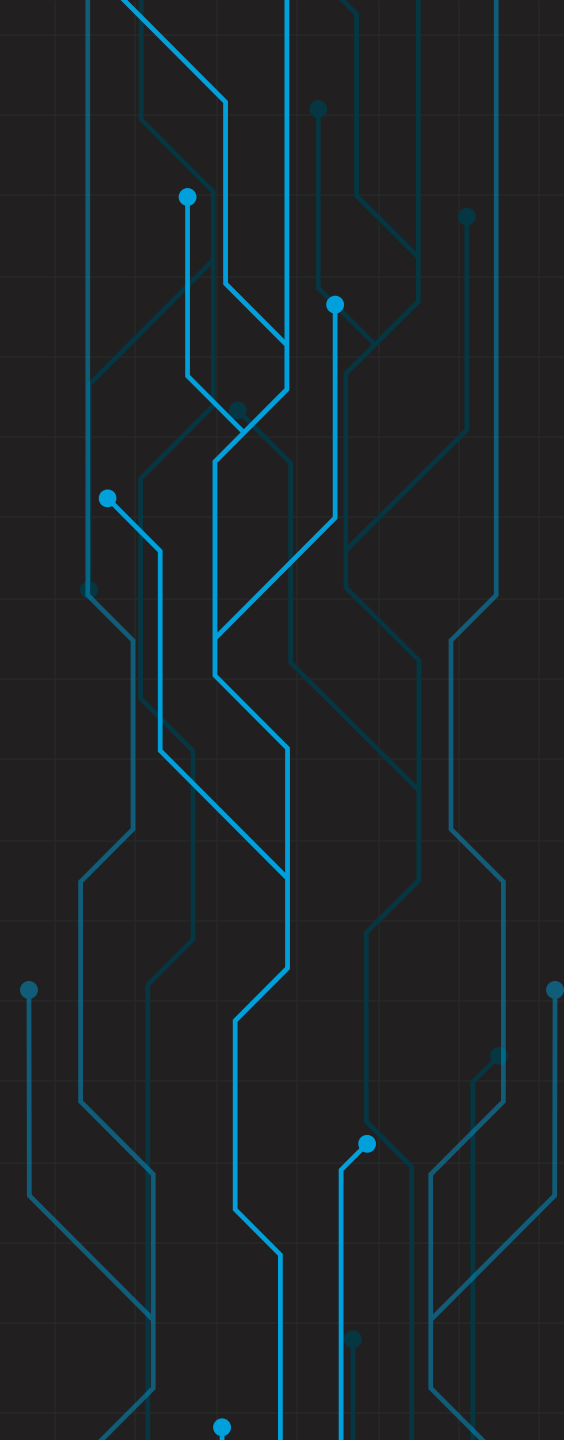
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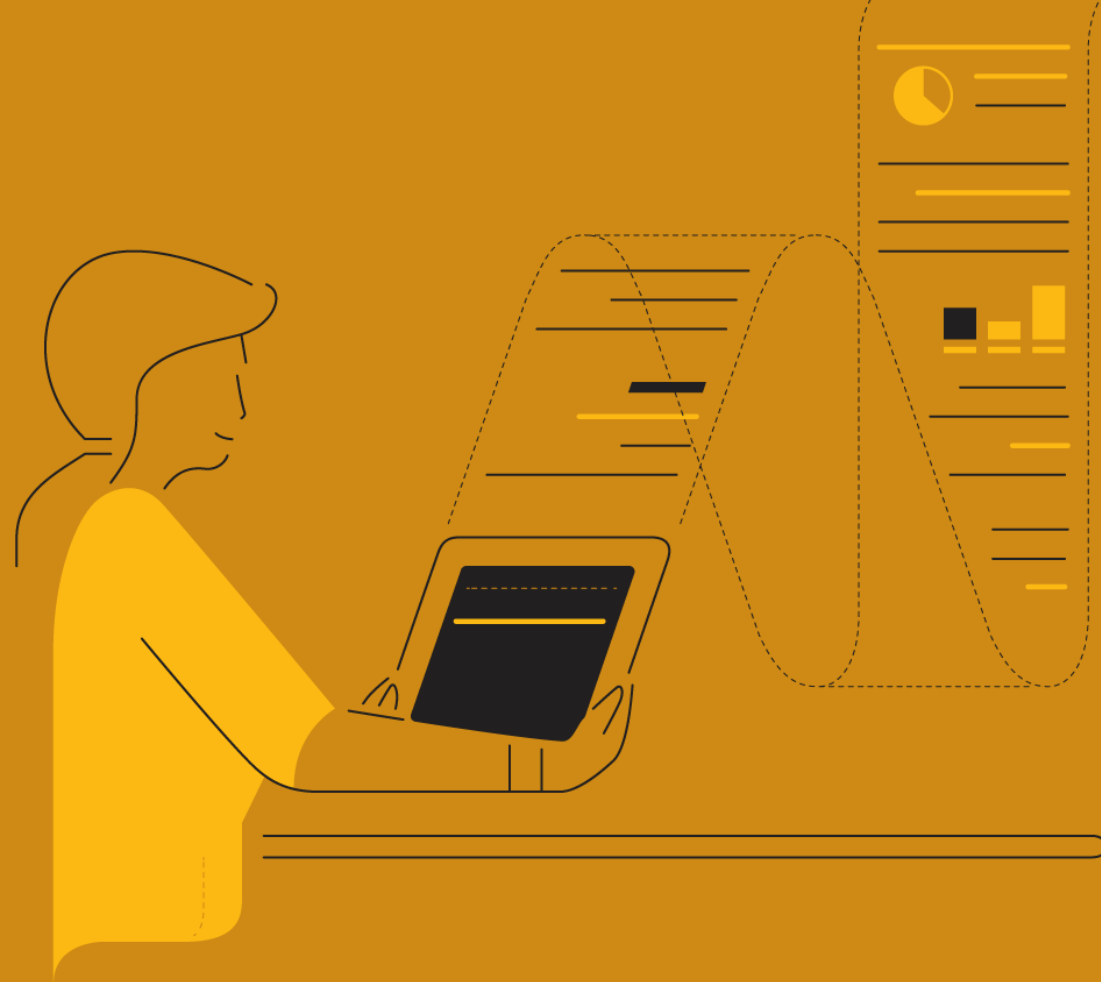
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**Error-correct, append, and combat fraud  
in real-time web forms**



**Use richer insights to build  
out a rollout plan**

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# Standardize your data

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## TIP 6

# Just Can't Get Enough

Multi-Purpose Your Data

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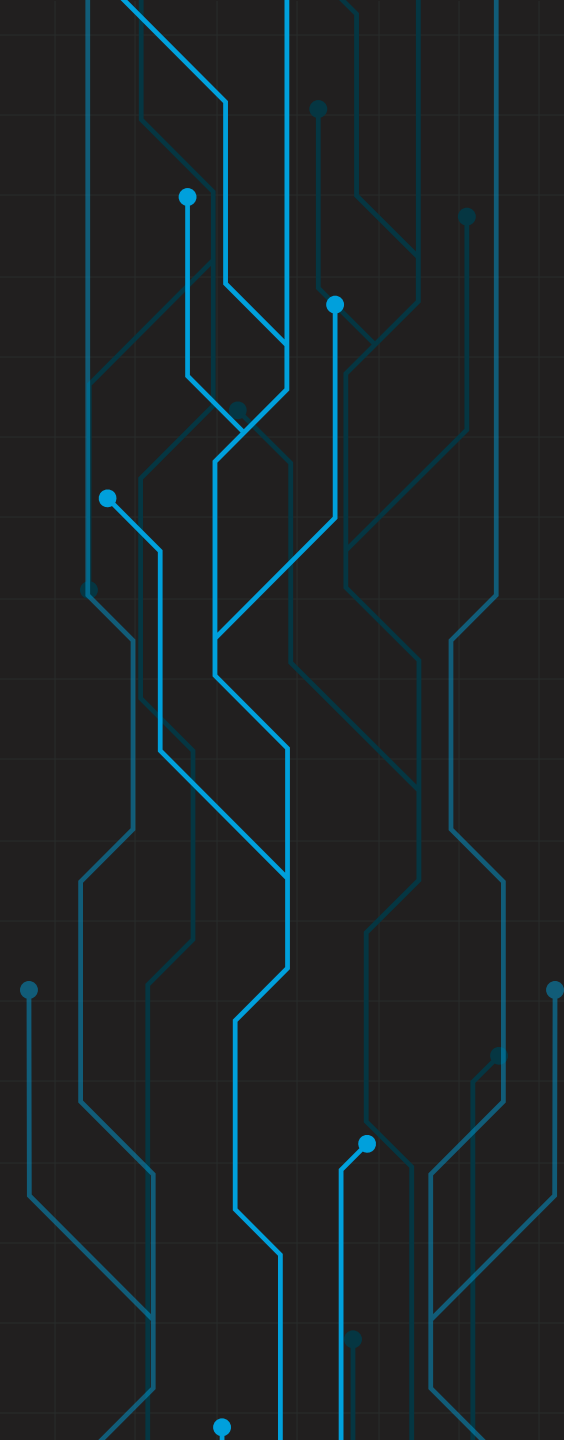
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# Leverage data for multiple solutions



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# Don't forget to look within

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## TIP 7

# You're The One That I Want

Know what to look for and how to look for it

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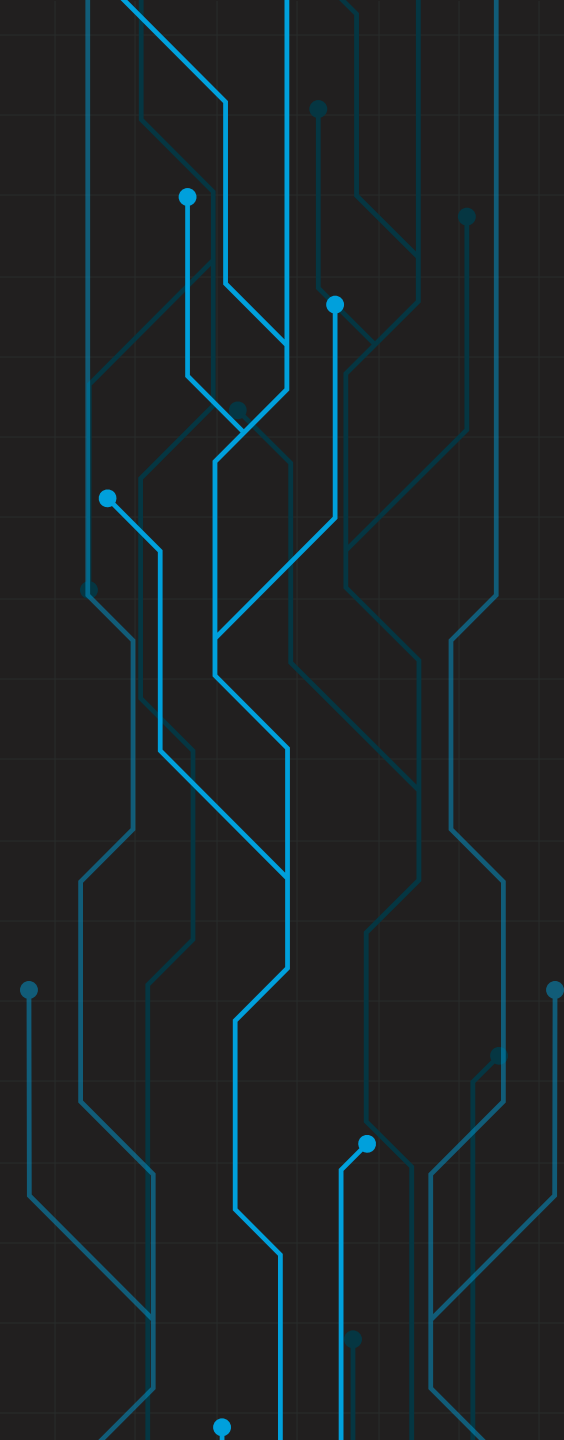
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# Crucial criteria for evaluating potential partners



● What methods are they using to collect and validate data?

Is the data compliant?



● Are they able to fulfill the data the way you need it?



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# Prioritize Ruthlessly

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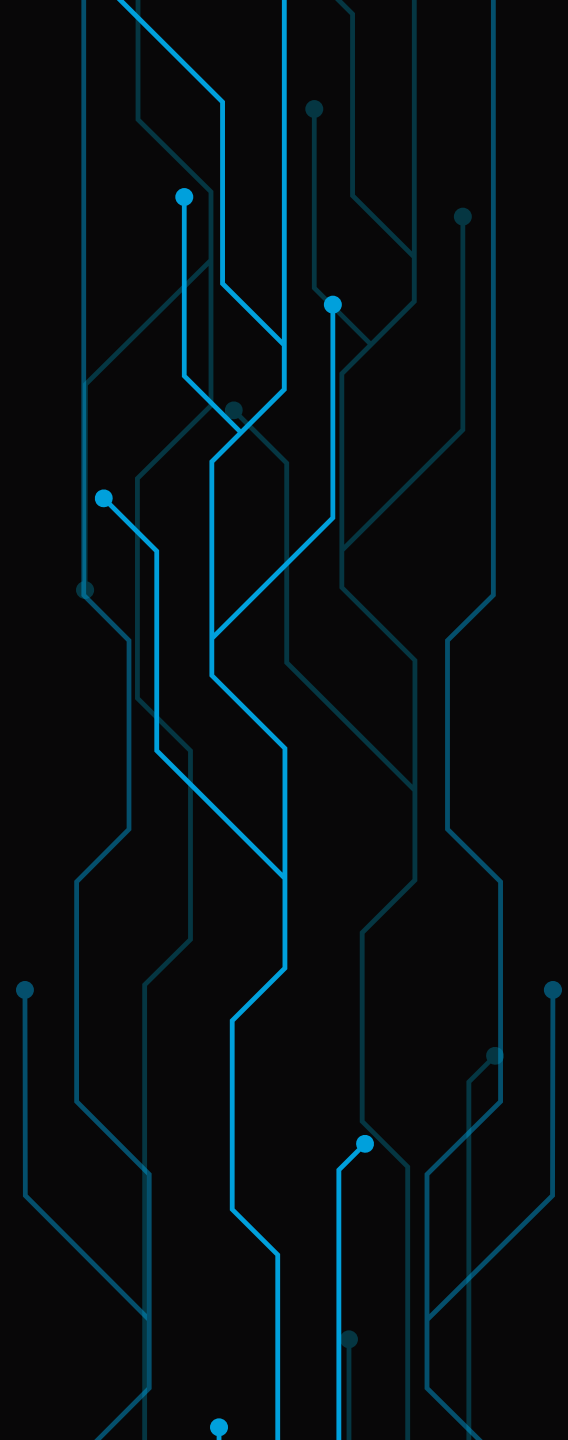
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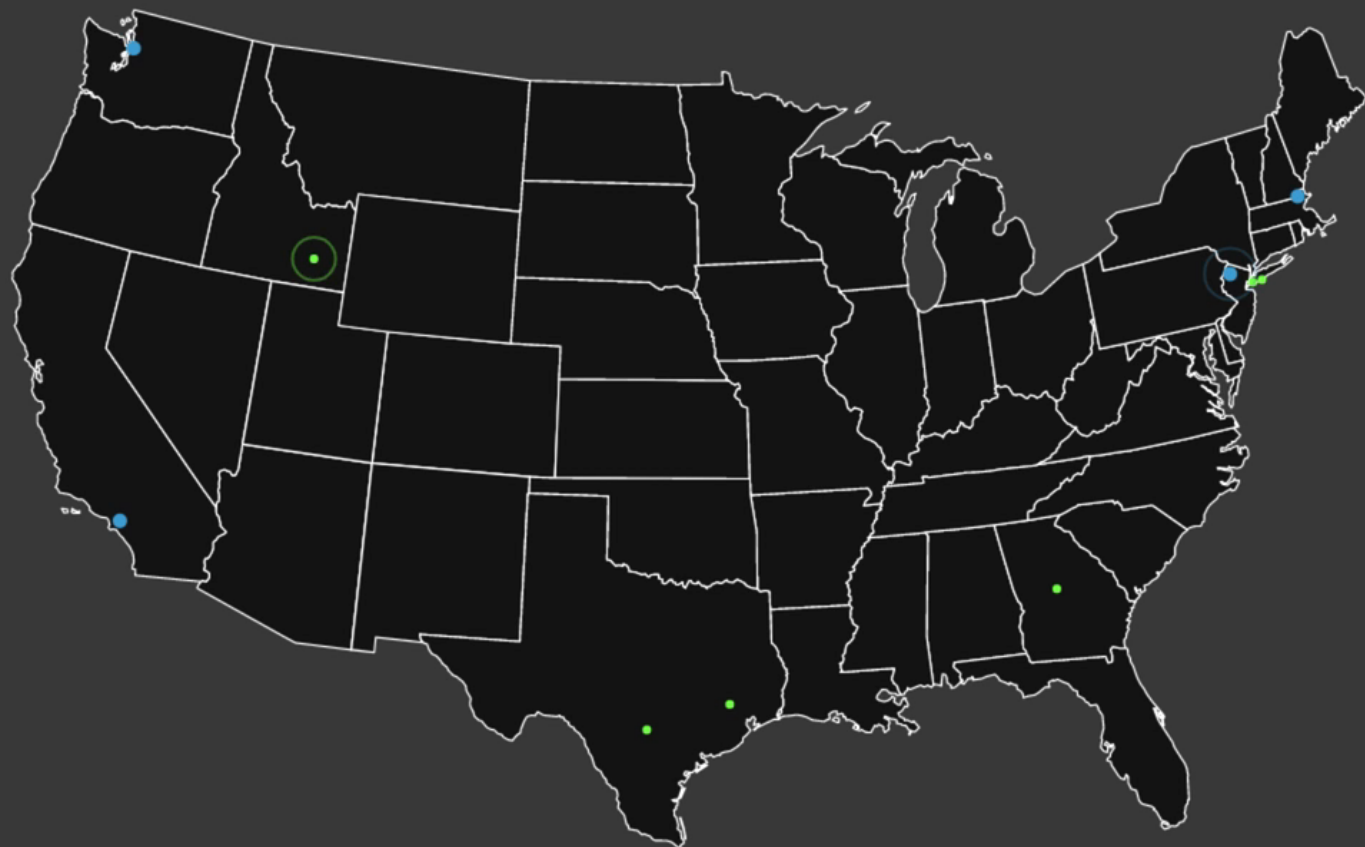
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# 7 Tips to stay ahead:

- 1 Is real-time for you?
- 2 Industries are evolving. Fast.
- 3 Connect business and consumer profiles
- 4 Don't skimp on privacy and compliance
- 5 Always Be Enhancing
- 6 Multi-Purpose Your Data
- 7 Know what to look for and how to look for it





- **Sussex Audiology Service & Hearing**  
Newton, NJ  
🌐 The website was set to <https://www.sussexaudiology.com> by Merchant Listings.

- **Mariscos La Quebrada**  
El Monte, CA  
The business details were modified by Client Feedback.

- **Methuen Town Council**  
Methuen, MA  
📍 The business was marked as Open by Merchant Listings.

- **James Monroe Elementary School**  
Everett, WA  
🌐 The website was set to <http://www2.everettschools.com> by Client Feedback.

- **J L Cecil**  
Cecil, PA  
The business details were modified by Special Directories.

- **Dale Forwarding**  
Laredo, TX  
🌐 The website was set to <https://www.scommexico.com> by Express Update.

- **Jefferson County Fairgrounds**  
Kearneysville, WV  
📍 The business was marked as Open by Express Update.

- **Kruid Biotech**  
Los Altos, CA  
The business details were modified by Express Update.



# Q&A



Rohan Chandran



Kevin Burke

**Contact Us**

