



# Snowflake Data Delivery



# Premium Financial Services Insights on Snowflake Data Marketplace



Seamlessly integrate Discovery Data's comprehensive profiles on 2.7 million professionals and 41,000 firms into your organization's existing workflow with just a few clicks to quickly improve the impact of your data-driven sales, marketing, and recruiting.

Dataset	Types of Data	Access
Financial Services	<ul style="list-style-type: none"><li>• All 41,600 BD and RIA Firms</li><li>• Over 750,000 Registered Reps including Executives, Financial Advisors, and Key Staff</li><li>• 2,000 Data Fields including Contact Information, Employment History, Licenses and Designations, and Titles and Title Categories</li></ul>	<a href="#">View on Snowflake Data Marketplace &gt;</a>
Insurance	<ul style="list-style-type: none"><li>• 2.3 Million Insurance Agents</li><li>• 100+ Data Fields including Contact Information, License Types, Specialties, Carrier Appointments, Social Media Profiles, and Firm Affiliations</li></ul>	<a href="#">View on Snowflake Data Marketplace &gt;</a>
Interests & Lifestyle	<ul style="list-style-type: none"><li>• 150+ Personal &amp; Financial Data Fields</li><li>• 80+ Education Data Fields</li><li>• 40+ Household &amp; Charitable Contribution Data Fields</li><li>• 70+ Hobbies &amp; Interests Data Fields</li></ul>	<a href="#">View on Snowflake Data Marketplace &gt;</a>
Diversity & Inclusion	<ul style="list-style-type: none"><li>• 7 U.S. Census-level Race Designations</li><li>• 170 Distinct Ethnicity Filters</li><li>• 84 Languages Spoken</li><li>• Assimilation Levels and Relative Affluence</li><li>• Minority &amp; Women-Owned Businesses</li></ul>	<a href="#">View on Snowflake Data Marketplace &gt;</a>
Intent	<p>Custom intent data to fit your needs. Category examples:</p> <ul style="list-style-type: none"><li>• ESG, Energy, Small/Mid Cap Growth, and ETFs</li><li>• Bonds (Munis, High Yield, etc.) and Equities</li></ul>	<a href="#">Contact Us &gt;</a>



## Benefits



### 360-Degree Customer View

Understand your customers beyond traditional B2B insights including Intent Data, Interests & Lifestyle, and Diversity & Inclusion.



### Near-Zero Maintenance

Lower maintenance and administrative costs and increased staff productivity.



### Product Distribution

Empower your team with the most accurate and trusted data on advisors and agents.



### Audience Segmentation

Leverage precision targeting capabilities to narrow down the industry to the exact firms and professionals with which you want to do business.



### Recruiting

Find the right candidates for your firm using data on employment, licenses, interests, education, diversity, and more.



### Contact Data Enrichment

Ensure your records are up-to-date and complete in real-time.



### Sales & Marketing

Fuel your sales and marketing efforts with the most accurate and comprehensive industry data available.



### Improved Data Accessibility

Make better, quicker business decisions, which improve productivity and agility, increase innovation, and provide new business insights and opportunities.



### Secure Data Sharing

Share data across your organization and with partners, vendors, and customers without moving or copying the data.

# The highest level of data quality and accuracy.

Behind Discovery Data's ability to deliver the most accurate and impactful data for the financial services and insurance industries is Discovery Data FRAME, our proprietary process that allows us to continuously organize disparate data sources to validate, align, augment, and deliver actionable insights.



## About Discovery Data

Discovery Data provides the most accurate and trusted information on the firms and people essential to the financial services and insurance industries. Our data, analytics, and services create actionable intelligence that enable our clients to more effectively target opportunities and execute go-to-market initiatives.

In the end, revenue is accelerated and business goals are achieved. With an unwavering focus on excellence, we deliver unparalleled results for our clients' sales, marketing, and recruiting departments.

Contact us to learn more about leveraging Snowflake's fast, flexible, and secure data platform to consume Discovery Data insights.

Contact Us



732-933-1899 | [contact@discoverydata.com](mailto:contact@discoverydata.com)  
©2021 Discovery Data. All Rights Reserved.