

the most comprehensive collection of company

## Content and Social Media Marketing Data



## A Different Approach to Social Business Intelligence

### ➤ company centric data

Batavia Research delivers information that profiles a company's content marketing and social media channels, blogs, authors, content, engagement and more. This company-centric approach contrasts the often chaotic "monitoring" and "listening" of social streams.

### ➤ quality through innovation

Our proprietary *Channel Match*<sup>™</sup> algorithm can associate companies to over 150 channels such as blogs, social media profiles, feeds, and even custom destinations. Data is manually validated by a team of analyst. Each company profile is updated weekly.

### ➤ trusted solution provider

Batavia Research's teams of technologists have decades of experience in commercial software development, integration and delivery. Our solutions are used by over 300,000 users. We strive to be partners with our customers and work alongside you to maximize value.



- ✍ **Enrich Company Information**
- 📁 **Expand Functionality**
- 🎯 **Target your Market**
- 🏆 **Gain Competitive Intelligence**

"Batavia Research has the largest repository of company information on content and social media marketing activities."

## Solutions

for data providers [enrich and optimize company information](#)

Data providers, targeted list services, B2B researchers, and database marketers are constantly pursuing relevant and value adding data. With Batavia Research, access a company's complete digital marketing profile.

for solution vendors [extend you solution's value and functionality](#)

CRM, marketing automation, and email software vendors can extend competitive advantages, shorten time to market and ultimately drive adoption. Our data is integration-ready with a REST API and interface.

## Company Profile Data

Starting at \$1.00/company with volume discounts

- **channel match data**  
pair companies to over 150 channels
- **summary roll-up data**  
useful pre-calculated and normalized data
- **raw channel data**  
data & text from channels, posts and engagement
- **90 days of data**  
standard 90 days of historic data are available

## Accessibility

### ➤ APIs

Our REST API is designed for easy integration with your existing environment and has full documentation and technical support.

### ➤ on-demand interface

Batavia Research and its functionality is browser accessible. Options include importing your own list of companies you wish to process and exporting company data in multiple file formats.