

# Oracle DataFox Cloud Service

Oracle DataFox Cloud Service is a company intelligence platform that provides B2B company data and signals. Oracle DataFox Cloud Service has a modern data engine that leverages AI to automate data collection. It uses a combination of natural language processing (NLP), machine learning, and human-in-the-loop techniques to scan the web and create trusted B2B company data and signals.

## DATA TO DRIVE BUSINESS

If your systems are full of stale and manually inputted data, your organization is exposed to sellers calling into duplicate accounts, marketing running campaigns to businesses no longer in operation, or worse, companies that should be your customers not even existing in your CRM or marketing automation systems.

If you're trying to implement AI within your organization, even the best algorithms will not operate on flawed data. Data is the foundation for your business to work at peak efficiency.

### Company Firmographic Data

Having a full and accurate picture of the companies and ideal targets in your CRM or internal database is critical to identifying business opportunities. The process is challenging because company data can be difficult to find. And once found, maintaining that same data on hundreds or thousands of companies is simply untenable.

Oracle DataFox Cloud Service for company firmographic information will effortlessly enrich and continuously maintain more than 35 critical company data points across your CRM internal database.

### Company Signals Data

Knowing when a company is mentioned in the news or has a specific type of event is incredibly valuable to businesses. This information can be used to monitor growth, identify needs, and create compelling reasons to reach out.

Fully customizable by type of signals and the companies they are about, Oracle DataFox Cloud Service enables you to deliver those insights directly into your CRM or internal database where they are immediately actionable. Today, Oracle DataFox Cloud Service offers more than 65 customizable signal types.

### Benefits of Oracle DataFox Cloud Service

- Accelerate prospecting and sales with accurate, up-to-date data.
- Ensure productive sales calls with relevant talking points delivered as proactive signals within sellers' accounts.
- Focus on high quality accounts with account scoring, a data-driven framework for identifying the highest quality prospects.
- Leverage accurate data points for crucial workflows such as territory balancing or segmentation.

## USE CASES FOR ORACLE DATAFOX CLOUD SERVICE

### Account Enrichment

- Gain a better understanding of your customers and enhance sales and marketing efficiency.
- Avoid stale or missing data by enriching customer records with more than 35 firmographic data points and 68 types of signals, updated daily or in real time. Identify duplicate records, missing corporate hierarchies, and ensure your CRM contains only sellable entities.

### Total Addressable Market (TAM) Expansion

- Expand your target market by identifying new accounts to sell to and increase revenue with a larger prospect base.
- Run advanced searches to identify all companies that meet your target market criteria that are not yet in your database and then quickly sync the missing accounts with your CRM system.

### Account Prioritization

- Create a faster path to revenue by focusing on the best target accounts and opportunities.
- Prioritize companies that meet your ideal customer profile (ICP) with a transparent account scoring model that provides a consistent, constantly updating list of top targets.

### Smart Talking Points

- Enable sellers to have meaningful conversations without wasting time on manual research.
- Inject real time news feeds into sellers' workflows. Display highly relevant signals to sales representatives as triggers for a relevant and personalized dialogue to prompt progress towards a sales close.

### Marketing Enrichment

- Optimize campaigns by prioritizing leads from highly qualified companies, not just leads that are the most active.
- Stamp company data, and the corresponding account score, on incoming leads for routing and prioritization.

### APIs

- Infuse any workflow with trusted data.
- Leverage core data building blocks to power your custom workflows. Use prebuilt integrations or our APIs to deliver firmographics and unique business signals wherever they are needed.

### About Oracle DataFox Cloud Service

Oracle DataFox Cloud Service is a company intelligence platform that provides AI-sourced, human-verified company data and signals. It continuously extracts detailed data on more than 3.7 million public and private businesses while adding 1.8 million businesses annually. Customers utilize Oracle DataFox Cloud Service's insightful data to prioritize accounts, enrich leads, refresh and harmonize CRM data, and identify new prospects.

## Data Points for Company Firmographic Data and Company Signals

COMPANY FIRMOGRAPHIC DATA		COMPANY SIGNALS	
CATEGORY	DATA POINT	CATEGORY	DATA POINT
<b>Address</b>	<ul style="list-style-type: none"> <li>• City</li> <li>• Country</li> <li>• State</li> <li>• Street</li> <li>• Postal Code</li> </ul>	<b>Growth</b>	<ul style="list-style-type: none"> <li>• Partnership or joint venture</li> <li>• Sales or user growth</li> <li>• New geography</li> <li>• New products, initiatives, or strategy</li> <li>• New patent or regulatory approval</li> <li>• Office space expansion</li> <li>• Won a major customer</li> </ul>
<b>Company</b>	<ul style="list-style-type: none"> <li>• Company name</li> <li>• Company status</li> <li>• Company description</li> <li>• CEO name and email (United States only)</li> <li>• Number of employees</li> <li>• Tech stack</li> <li>• Year founded</li> <li>• Stock ticker</li> <li>• Corporate hierarchy (parent/child/investment)</li> </ul>	<b>Financial</b>	<ul style="list-style-type: none"> <li>• Made an acquisition</li> <li>• Debt financing</li> <li>• SEC, regulatory filings, and IPOs</li> <li>• Acquisitions (data/acquirer/acquisition cost)</li> <li>• Invested in a company</li> <li>• Merger, restructuring, or ownership change</li> <li>• Received private funding</li> <li>• Historical funding (round/amount/date/ investors)</li> </ul>
<b>Industry</b>	<ul style="list-style-type: none"> <li>• Industry NAICS code and description</li> <li>• Industry keywords</li> <li>• Industry category</li> <li>• Sub-industry category</li> </ul>	<b>People</b>	<ul style="list-style-type: none"> <li>• Executive quote or publication</li> <li>• Headcount growth</li> <li>• Key executive hire or promotion</li> <li>• Leadership change</li> </ul>
<b>Prioritization</b>	<ul style="list-style-type: none"> <li>• Similar companies</li> <li>• Account score</li> </ul>	<b>Awards and recognition</b>	<ul style="list-style-type: none"> <li>• Award received</li> <li>• Included in industry news</li> <li>• Included in industry lists</li> </ul>
<b>Financial</b>	<ul style="list-style-type: none"> <li>• Revenue estimate</li> <li>• Total funding</li> <li>• Last funding round amount</li> <li>• Last funding round date</li> <li>• Last funding round stage</li> </ul>	<b>Negative news</b>	<ul style="list-style-type: none"> <li>• Bankruptcy</li> <li>• Industry or competitive</li> <li>• Financial changes</li> <li>• Key executive departure</li> <li>• Layoffs, legal, regulatory, and security issues</li> </ul>
<b>Content links</b>	<ul style="list-style-type: none"> <li>• Crunchbase ID</li> <li>• Company URL</li> <li>• Blog URL</li> <li>• AngelList slug</li> <li>• LinkedIn ID</li> <li>• Twitter handle</li> </ul>	<b>Events and marketing</b>	<ul style="list-style-type: none"> <li>• Accelerator or incubator participation</li> <li>• Exhibitor or presenter at an event</li> <li>• Conference or event sponsorship</li> <li>• Conference or event attendee</li> <li>• Video presentation, podcast, or demo</li> </ul>

COMPANY FIRMOGRAPHIC DATA		COMPANY SIGNALS	
CATEGORY	DATA POINT	CATEGORY	DATA POINT
		<b>Corporate updates</b>	<ul style="list-style-type: none"> <li>• Purchased or became a customer</li> <li>• Outsourcing</li> <li>• Real estate sale or relocation</li> <li>• Reorganization or name change</li> </ul>

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## Integrated Cloud Applications & Platform Services

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