HCS

Creating Influence with a Broader View

How We Data Mine

The **HCS Database** is comprised of a large concentration of data related to the **graphics industry**, **advertising**, **architecture** and **retail sectors**.

We have over **250,000** accounts with **650,000** contacts.

Data Hygiene

Existing data in the HCS Database is cleansed daily. All new data entered into the HCS Database is scrubbed and reviewed as soon as it is input.
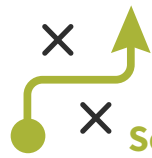
SIC Codes

The largest concentrations (SIC Codes and subcodes) of data in the HCS Database are:

275	**Commercial Printing**	
	2752 Commercial printing, lithographic	
	2754 Commercial printing, gravure	
	2759 Commercial printing, not elsewhere classified	
267	Converted Paper and Paperboard Products	
3993	Signs and Advertising Specialties	
7311	Advertising	
738906	Interior design services	
7336	Commercial Art and Graphic Design	
8712	Architectural services	

Other data in the HCS Database:
Food and beverage, Limited-Service Restaurants
Specialty Retail – e.g. Computer software, Clothing and Apparel, Auto Parts and Accessories Stores, Department Stores, Convention and Trade Show Organizers

Sourcing

Data sourcing is an ongoing process.

We identify the data required by each client. For example: Client provides a preliminary list of 10 companies and their URLs that fit the client's profile for the list requested. HCS then performs a SIC Code and NAICS Code lookup to find the target for data.

1. HCS will research a reference source list on the web for current data of what is available. i.e. "Top 100 Advertising firms."
2. HCS will then pull all accounts and contacts that fit the codes of the requested data profile from the database.
3. HCS then "pivots" the data against the reference source list to see what percentage of data is covered.
4. HCS will then reach out to 3-5 outside data sources for additional data fitting the codes and reference profile, and request sample lists for review.
5. HCS then provides the client with the outsourced data options available that we can purchase from other providers as needed.
6. Once data is authorized for purchase, HCS then conducts a hygiene/cleansing process.
7. HCS spot checks the URLs and the rest of data to ensure it's on target
8. HCS then provides the client with a complete report of the list, including the percentage of the list "matching" the reference source list
9. HCS can also utilize an international data sourcing company to find missing data at the client's request.
   Note: outside source lead time up to 3-4 weeks depending on amount of data needed

THE DATAMINING PROJECT IS COMPLETE ONCE CLIENT APPROVES THE LIST WE DELIVERED.

CONNECT

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