

Consumer and Business Records

1 TRILLION LifeData® Attributes

NORTH AMERICA CONSUMER CONTACT DATA

Email Addresses	7+ billion 620M Unique
Postal Addresses	250 million
Mobile Phone Numbers	176 million
Land Line Phone Numbers	200 million
Address History File	2+ billion

INTERNATIONAL CONSUMER DATA*

Canadian Consumer Contact & Demographic Records	20 million
Brazilian Consumer Contact records	120 million
U.K. Consumer Contact & Demographic Records	60 million

*Available for 39 countries

U.S. DEMOGRAPHIC DATA

Consumer Demographic Insights	250 million
Consumer Lifestyle Insights	250 million
Consumer Financial & Credit Insights	250 million
Zip code level demographic Data	Entire U.S.
Zip+4 level demographic Data	Entire U.S.

U.S. PROPERTY & ASSETS DATA

Consumer Mortgage Insights	250 million
Auto & Vehicle Records	358 million

ZIP CODE LEVEL GOVERNMENT DATA

Crime statistics	Entire U.S.
Fraud statistics	Entire U.S.
IRS Data	Entire U.S.
SSA Benefits Data	Entire U.S.

OTHER GOVERNMENT DATA

OFAC Data	7,000
FEC Data	35 million
FAA Data	1.1 million
FCC Data	1.2 million

GLOBAL BUSINESSES DATA

North America	18,410,390
Asia	163,731
Europe	1,377,206
Latin America	134,046
Other	169,134
Unclassified	2,029,918
Total Companies Globally	22,284,425

GLOBAL BUSINESS CONTACT DATA

North America	111,529,591
Asia	32,403,858
Europe	53,027,013
Latin America	19,700,218
Other	21,145,468
Unclassified	30,959,261
Total Contacts Globally	268,765,409

OTHER DATA TYPES

Email Reputation File	1.6 Billion
Compromised Credentials File (Loss Prevention)	1.25 Billion
U.S. Voter Registration Records	96 million
Criminal Records	450 million
Sex Offender Records	1 million
Under-Banked Consumer records	150 million
Bankruptcy Records	25 million
DOB records	436 million
SSDI Death records	93 million
Mortgage application records	10 million
California Voter records	18 million
Web Domain Registration Records	118 million
Social Media Records	150 million

ABOUT THIS DATA

The above LifeData® attributes power Versium's AI predictive modeling engine and are available commercially via API. Versium owns 95% of LifeData®. It is not licensed and is therefore unencumbered.

Versium is the direct source of 2/3 of LifeData®. The remaining 1/3 is purchased commercially. Versium's proprietary identity matching engine allows for the combination of this data with enterprise data to enhance segmentation and personalization.