MountainTop Data
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B2B Lists - Frequently Asked Questions – 2017

1: What kind of guarantee do you offer?

You should not have to pay for bad data. With MountainTop Data every record is guaranteed (100%). If you find any inaccurate data, send those records back within 60 days of receipt with an explanation of what part of the data is incorrect (bad phone number, email bounced, bad physical address, etc.), and we will replace them or give you a refund. Despite our best efforts we know there will always be some inaccurate information so we try to include enough surplus records with every list to make returning any data unnecessary.

2: When and how was the data last verified?

Any list you purchase from us will have been verified in the last 24 hours. We do general verifications every 90 days, but our most rigorous verification processes are done after the data is purchased. We use many of the standard industry verification processes and 3rd party email verification systems, but have also developed our own proprietary verification steps. Combining 3rd party verification with our in house process' allows us to provide the cleanest data possible.

3: How much do your lists cost?

Ad Hoc Tiered Pricing: Our standard data pricing is based on the number of records purchased and ranges from $0.10 to $1/record. The more records you purchase, the lower your cost per record. A list of 30,000 records will usually be $0.21/record ($6,300) while a list of 1,000 records is $1/record ($1,000).
*Pricing can vary based on your specific target. Talk with one of our experts to get a price quote for data within your target audience.

Prepaid Data: You can also purchase data credit in bulk and take advantage of our best pricing then order data against your credit as needed. This has a minimum purchase of 50k contacts for $8,000 and a minimum delivery of 10k contacts at a time.

Data Subscription: If you would prefer to be sent a set number of records on a monthly basis and have payment automatically run we can do that as well. Our minimum subscription is 2,000 contacts per month for 6 months at $700/month.

4: What is your minimum purchase?

We have a $1,000 minimum purchase price. This will generally get you up to 1,000 records.

5: What are your data license terms?

We offer an unlimited use license allowing your company to use this data as many times as you want, however you want, for as long as you want. If you plan to resell or share out data with a 3rd party in any way please ask for special permission.

6: What do I need to do to purchase a database and receive it?

Once you are ready to purchase a specific list we will send you a proposal with our guarantee, licensing and all of our terms in writing. To purchase the list all you need to do is sign and return our proposal along with payment. A signed proposal can be faxed to us at (818) 332-1277, scanned and emailed or printed out and mailed to us. For payment you can fill out the credit card authorization form at the end of the proposal or mail a check. Let us know if you need a separate invoice or w9. We can also email you a proposal that you can sign and fill out digitally without any need to print, scan, etc.

We begin processing the data for you as soon as we have received a signed proposal and payment. Once the data is ready, we will email you with a link where you can download the list.

7: How will the data be sent to me?

Once your list is ready our data team will email you with a link for downloading the data as an excel file. If you need the data delivered in any specific format let us know and we can accommodate you.

8: Can I get a sample list of you data?

Yes, let us know what data you are interested in and we will send you a sample. info@MountainTopData.com

9: What fields are included in your lists?

• Company Name • Company Phone Number (direct # if available) • Website • Annual Revenue (when available) • Number of Employees (when available) • Industry (when available) • SIC Code(s) (when available) • Technologies Used (by request)	• Contact Name (separated into first & last name) • Title • Physical Address • City, State, Zip, Country • Email Address • Social Media Profile

Including information on specific technologies a company uses will increase the cost of your list. All other fields are included by default (no extra cost for email, phone number, etc). Additional fields can usually be appended if necessary, ask one of our experts if you need data that is not standard in our lists and we can likely accommodate you.

10: What types of titles are included in your databases?

We can target contacts by key words in their titles or job description as well as by any of the major departments (Sales, Marketing, Operations, HR, IT, Finance, Purchasing, etc.). We also segment our contacts into 4 title levels: C-Level, VP, Director, Manager and Sub Manager.

We can also target contacts by key words in specific areas of their social media profiles. This allows you to target not only the department a contact works in but specific activities they are involved with.

11: What industries are represented in your databases?

Our database includes companies from all industries/verticals. You can target companies by SIC, NAIC, Industry Name, and key words in the company name or description. Not every record has information for each means of targeting industries so a combination of targeting methods can be most effective. Talk to one of our experts to get a complete list of the industry names we use.

12: Can you identify what technologies a company uses?

Yes, if you want a list of contacts at companies using specific software, hardware etc. let us know.

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13: What company size information do you have?

We can provide the number of employees (company wide) for most companies and revenue information for many companies as well.

Below is a table showing the ranges we use in our employees field.

| 1-10 employees |
| 11-50 employees |
| 51-200 employees |
| 201-500 employees |
| 501-1000 employees |
| 1001-5000 employees |
| 5001-10,000 employees |
| 10,001+ employees |

14: Can I see which companies are included in any of your databases?

Yes, we can always send you a list of companies included in any list you are considering. This can help you make sure we are providing the correct target companies for your marketing.

15: Can you exclude contacts or companies that we already have?

Yes, if you provide a list of emails we can exclude those contacts. If you provide a list of company URL (or company name if you don't have URLs), we can exclude any contacts at those companies.

16: Can you provide data based on a list of companies that I provide?

Yes, we can provide contacts at your specific target companies. Send us your list of companies (preferably with the company URL), and we can get you a count and cost for what we can provide.

17: What is the geographic distribution of the contacts in your databases?

Our data is primarily for US contacts but we do have international data as well. We can target geographically based on states, counties, cities, zip codes, metro areas, area codes, a specific mile radius (eg: within 60 miles of zip code 91303) or by country.

18: What is the source of the data?

We gather information from many sources then combine and enhance it with our in house data expertise. Our sources include data mining public information both online and off as well as years of direct marketing campaigns (email campaigns, tele-contact campaigns, and direct mail campaigns).

Our primary data sources are:
1. Government/public records and filings
2. Public directories and yellow pages
3. Our own direct marketing campaigns
4. Web based resources

19: What has been done to opt-in these contacts?

Any company that is selling you data and claiming it is opt-in is doing you a huge disservice. Opt-in is not transferable. A contact must opt-in to receive information from you to be opt-in. Our lists are not opt-in.

20: Do you offer any 'off the shelf' databases?

Below is a list of 'off the shelf' databases that we currently offer. Let us know if you'd like to see a sample for any of these lists. If you'd like more data we do have many more than 30k contacts available for each of these.

- 30,000 **IT** Decision Makers for $3,000
- 30,000 **Sales** Decision Makers for $3,000
- 30,000 **Marketing** Decision Makers for $3,000
- 30,000 **C-level** contacts for $3,000
- 30,000 **HR** Decision Makers for $3,000
- 30,000 **Finance** Executives for $3,000
- 30,000 **Operations** Decision Makers for $3,000
- 30,000 **CEOs and Presidents** for $3,000
- 30,000 **Small Business Owners** for $3,000

21: What other data services do you offer?

Talk to one of our experts for more information on any of these services.
- **Data Scrub:** If dirty and outdated data is costing you business send us a 100+ record sample of your list and we will give you a free data analysis.
- **Data Append:** If you are missing emails or other fields we can help. Send us a sample of your data and let us know what fields you would like appended and we will give you a free estimate.
- **Data Maintenance:** We can Scrub, Append and Enhance your data quarterly with a 1 or 2 year contract.
- **API:** Let us know if you would like more information on our API.

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