

LEVERAGE OCEANOS APIs TO

Cleanse, Append & Purchase Contact Data

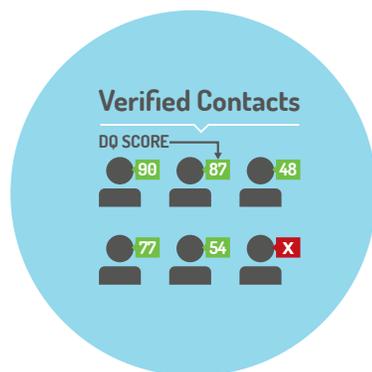
Oceanos
A TechTarget data solution

By implementing a simple RESTful API integration you can leverage Oceanos data to power b-to-b cleanse, append, and contact-record purchase. Our API is unique because it not only connects to our robust account and contact data, it's also bolted-in to other third party APIs including FreshAddress, FullContact, and Pipl. Users can integrate directly with our APIs or use a middleware product like Zapier to simplify the process.

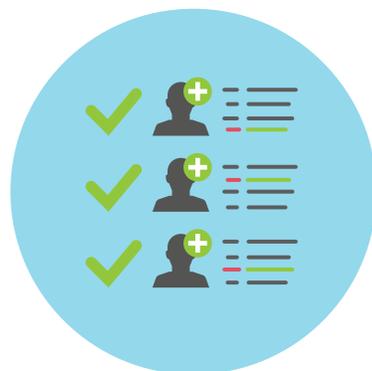


Cleanse & Append API

The Oceanos Cleanse & Append API enables you to cleanse and enrich your contact data.



CLEANSE – Determines if a contact record is valid or invalid. A cleanse request initiates a twenty-seven point check to detect invalid and problematic email addresses, as well as a social search to validate the contact's employment status. The processing includes a look-up within our contact warehouse in tandem with three calls to trusted API partners - FreshAddress, FullContact, and Pipl. The available data is ingested and analyzed by the Oceanos Data Quality Model to determine record accuracy.



APPEND – Enriches a record with account and contact level attributes. You can append a single field or a group of data points at the account and contact level. The most common appends include job title, address, phone number, social handles, and firmographic data. To review a full list of available data appends please reference our data dictionary.

INTEGRATED WITH:



Contact API

The Oceanos Contact API provides access to over 70 million b-to-b contact records to help you reach more people within your addressable market.



SEARCH – Identify contact records that match a defined criteria set. Typical search filters include URL, job level, job function, job sub function, location, and firmographics. The search call returns matched records within a “preview mode”. The preview record typically includes job title, job function, job sub function, location, firmographics, and social data.

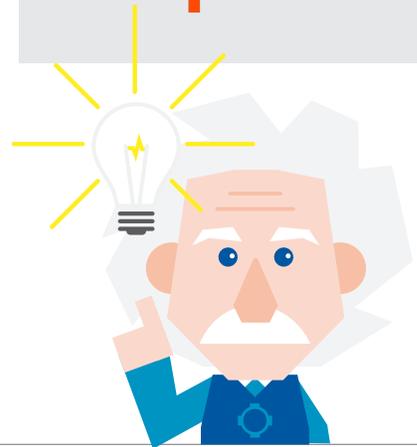


ORDER – Purchase a full contact record. This process involves passing the record’s ‘previewid’ via an API call. The corresponding record is pulled and routed for real-time hygiene (which includes email verification and social screening). The hygiene results are analyzed and bad or suspect records are suppressed prior to delivery. This step is critical to ensure quality and compliance.

Looking for an easier way to access our APIs?

Check out Zapier, a free integration platform that makes it easier to access the Oceanos APIs. Zapier acts as a middle man for APIs to increase speed, consistency, and visibility into your business workflows.

 zapier



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