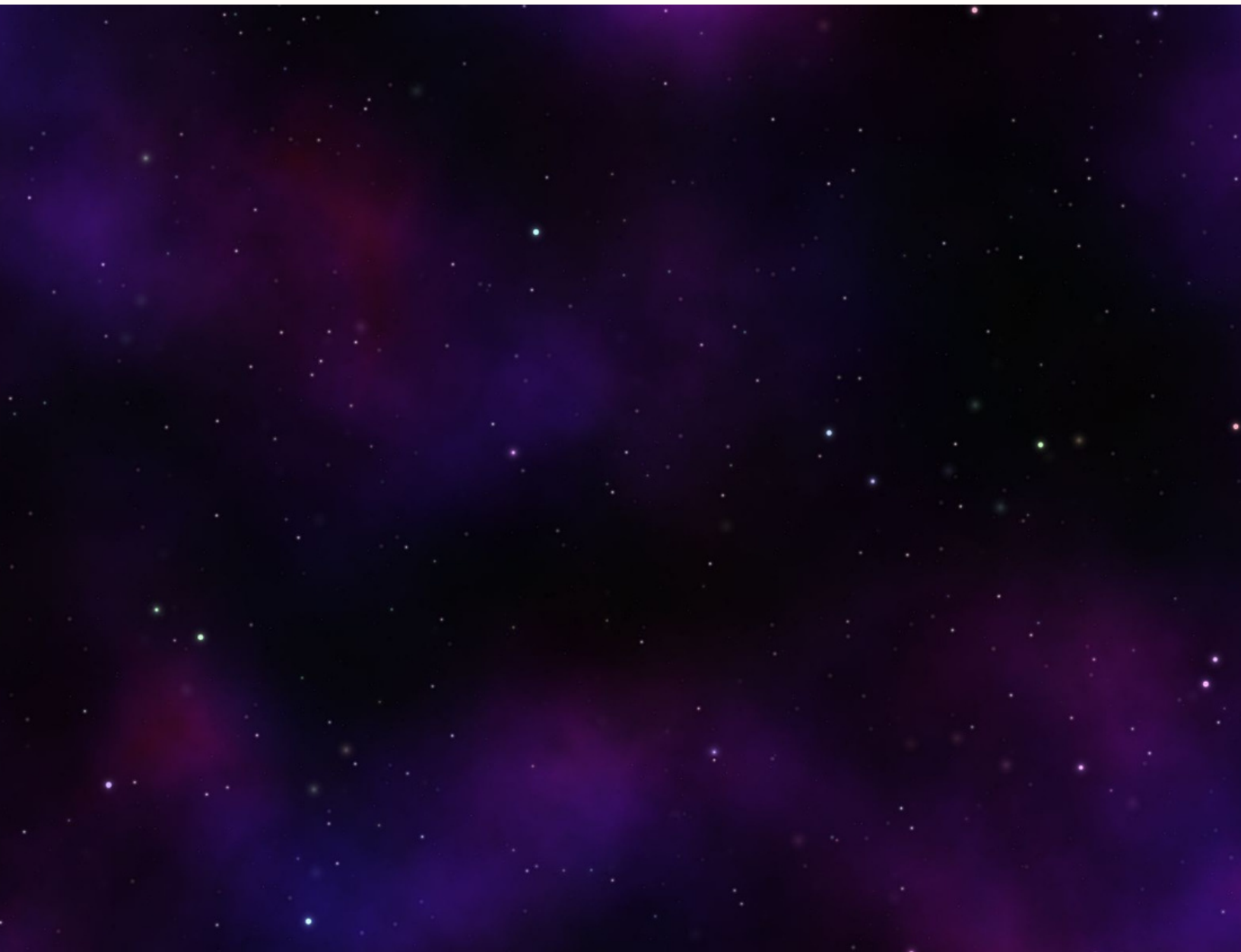


Warmly,

Signals & Data Waterfalls

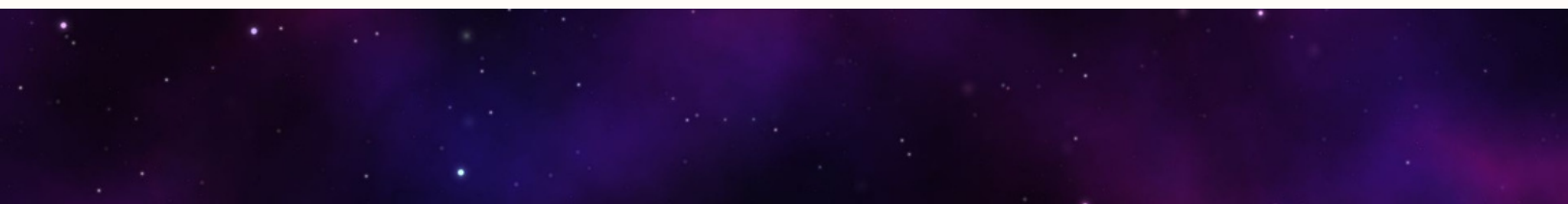


Overview

Warmly implements rigorous data practices to ensure our customers have access to high-quality, compliant data. Our in-house data team has decades of experience working with and handling B2B data. In this guide, you will learn about Warmly's data signals and contacts, our collection methods, and how we maintain their accuracy and quality.

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1. Warmly's Data Signals

The future of sales is signal-based selling, where companies determine which leads are the warmest based not only on ICP fit but also on in-market behaviors. Warm signals enable sales teams to focus on leads with the highest likelihood of conversion.

As of March 2025, Warmly provides nine key signals, running data quality analyses on each, and allowing customers to integrate additional signals via their CRM for warm lead scoring.

Types of Data

First-party data

Collected directly from your website and users.

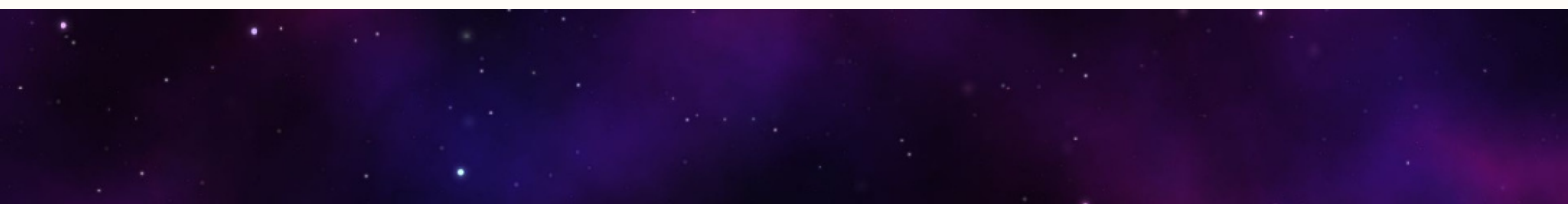
Second-party data

Another company's first-party data shared with you.

Third-party data

Collected by an external organization and accessed via partnerships.

[Read more](#) about first, second, and third-party data.



SIGNAL	DESCRIPTION	HOW WE GET THE DATA	CCPA & GDPR COMPLIANT
1st Party Website De-Anonymization (Contact Level) (Non-Europe)	Identifies names & contact details of visitors to your site	• 5+ compliant data providers who collect opt-in consents from users of social media sites like People.com and NYtimes.com • When people visit your site we match them to their consented 1st party cookies, fingerprinting details and/or IP addresses. The data providers only receive a hashed identifier (they do not know who did or didn't visit your site) • (Optional) Your Hubspot integration + email integration will add 10%+ identifications • More Info	Yes
1st Party Suggested Website De-Anonymization (Contact Level) (Europe)	Suggests potential visitors based on job title and location	• 10+ compliant data providers give us the Company name of who visited your website in Europe • We suggest 3-5 people who might have visited based on which titles (eg VPs of Finance) you sell to and the city-location of the visitor • This is optional and can be disabled • More Info	Yes
1st Party Website De-Anonymization (Company-Level)	Identifies visiting companies	• 10+ compliant data providers give us the Company name of who visited your website. • When people visit your website we match them to the IP address of the headquarters, office & remote work home locations of the company they work for. • (Optional) To get to personal level, we can suggest 3-5 people who might have visited based on which titles (eg VPs of Finance) you sell to and the city-location of the visitor • More Info	Yes
3rd Party Job Change Monitoring (Person-Level)	Monitors public social media to track career moves	• We monitor companies that are in your primary account lists and which titles/personas you care about • When we detect new hires at those companies from the Google & Bing Search APIs (that index and store publicly available data that sites like LinkedIn and its individual users have chosen to make public and accessible) that are also in your ICP of titles/personas you care about, if they also were a prior customer or champion who has used your software in the past, we can indicate that • We will find that person's new contact information or we can suggest 3-5 people worth contacting who have been in role longer • More Info	Yes
3rd Party New Hires (Person-Level)	Monitors public social media to track new hires	• We monitor companies that are in your primary account lists and which titles/personas you care about • When we detect new hires at those companies from the Google & Bing Search APIs (that index and store publicly available data that sites like LinkedIn and its individual users have chosen to make public and accessible) that are also in your ICP of titles/personas you care about, we can indicate that the company has hired someone new • We will find that person's new contact information or we can suggest 3-5 people worth contacting who have been in role longer • More Info	Yes
3rd Party Job Postings (Company-Level)	Monitors company websites to track job postings	• We monitor company websites that are in your primary account lists • When we detect a new job posting on their publicly available website and job sites, we can indicate that the company you care about is hiring • (Optional) To get to personal level, we can suggest 3-5 people who are worth contacting and might be hiring at that company (eg VPs of Finance) • More Info	Yes

SIGNAL	DESCRIPTION	HOW WE GET THE DATA	CCPA & GDPR COMPLIANT
2nd Party Company Growth (Company-Level)	Monitors public social media to track increase in employee hiring	- We monitor companies that are in your primary account lists - When we detect headcount growth from job changes from the Google & Bing Search APIs (that index and store publicly available data that sites like LinkedIn and its individual users have chosen to make public and accessible), we can indicate that the company you care about is growing (Optional) To get to personal level, we can suggest 3-5 people who are worth contacting at that company (eg VPs of Finance) More Info	Yes
3rd Party Suggested Research & Buyer Intent (Person-Level)	Detects companies researching related topics to what you sell	- We pull website data from our partner Bombora that indexes and stores publicly available data from thousands of websites around the web such as NYtimes.com - Bombora uses IP-address de-anonymization of website visitors to provide company-level insights on who is reviewing/researching certain keywords - We suggest 3-5 people who might have visited based on which titles (eg VPs of Finance) you sell to - We are unable to pull private or paywalled information - only information where the websites have agreed to have information pulled and have the appropriate privacy consents with visitors	Yes
2nd Party Social Signal Monitoring (Person-Level)	Monitors public social media to detect individuals comments or liking topics related to what you sell	- We pull social media data from the Google & Bing Search APIs that index and store publicly available data that sites like LinkedIn and its individual users have chosen to make public and accessible. - This includes public posts from people and companies and the individuals who engage with them (likers and commenters) - From their profile URL we further enrich them to pull additional information such as email address or phone number if available - We are unable to pull private or "logged-in only" environment information from sites like LinkedIn to be privacy compliant More Info	Yes
Custom Signal	Any intent signal data the customer wants	- We connect to the CRM of the customer to read in custom data that the customer chooses to push into Warmly - This could include additional signal data for signals we already have or proprietary/unique signals from the customer at either the company or the individual level - If the data is pulled in at the company-level, to get to personal level, we can suggest 3-5 people who might have visited based on which titles (eg VPs of Finance) you sell to and the city-location of the visitor	Up to Customer

Have more questions on our Signal Data? Check our our [Signal Data FAQ](#).

2. Warmly's Contact Data

To provide person-level contact information, Warmly has invested in building a contact database comparable to Zoominfo, Apollo or Seamless.ai. This "cold" contact database allows us to enrich the warm leads that we pull in from various signals and offer individuals to reach out to for all warm leads that we provide at the person or company level. In today's competitive market, access to real-time, high-quality warm lead data can be the difference between winning and losing a deal.

This data is a combination of our proprietary data via our acquisition of B2B Lead Data platform Immagnify ([more information](#)) and 4 other data providers to provide maximum quality and quantity.

To ensure our email contact data is compliant – ALL contacts in our database (including Europe) receive an email notice letting them know that we've collected their email so they can opt out on our website if they'd like.

What We Offer in Our Contact Database

✓ Always Fresh Data

We track and refresh millions of profiles weekly to keep your intelligence up to date

✓ Real-Time Enrichment

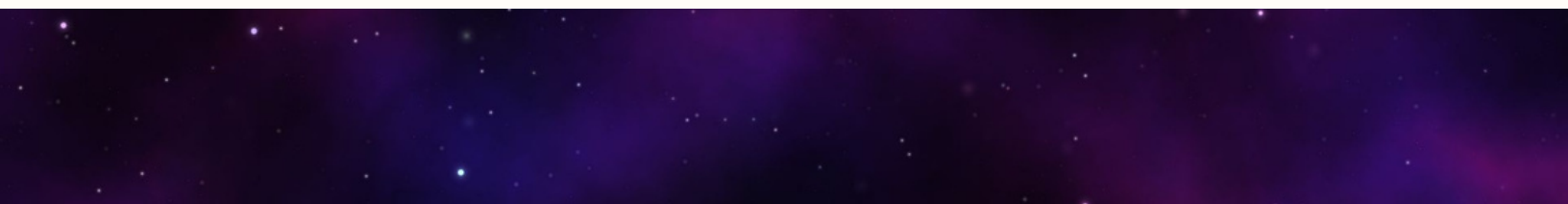
Instantly enhance CRM records, spreadsheets, and prospecting tools with verified insights

✓ Deep Search & Filtering

Identify your Ideal Customer Profile with granular firmographic, technographic, and behavioral filters

✓ Contact Discovery

Leverage our proprietary algorithms for email prediction, reverse email/IP lookup, and mobile number validation



Contact Data at a Glance

 23M+ Verified Companies

 215M+ People Profiles (emails, LinkedIn URLs, phone numbers)

 3M+ New Data Points Added Weekly

Top Data Quality

Real-Time Email Verification

Say goodbye to bounced emails with live verification and <1% email bounce rate when using Warmly's Orchestrator or contact database exports

Hyper-Precise Targeting

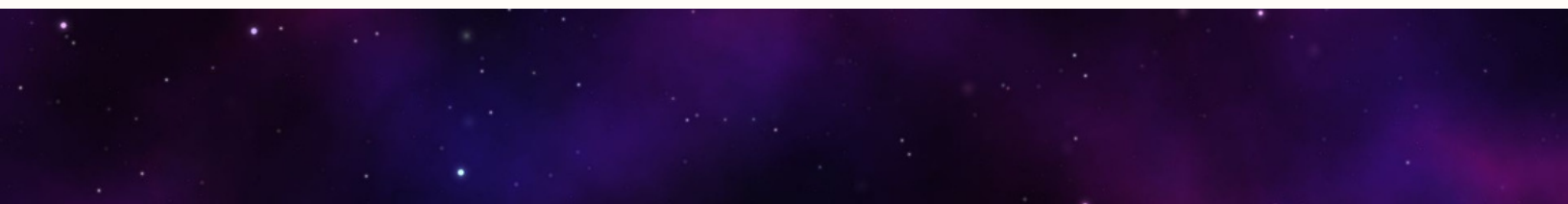
Advanced filters ensure you're reaching the right decision-makers

Reliable Mobile Data

Sourced from top-rated vendors with a low 5%-8% error rate

Want to use another contact database?

No problem, Warmly enables you to pull in Apollo.io contact or send our warm lead data back to your CRM where you can enrich it further or reach out from Hubspot or Salesforce.



3. Warmly's Waterfall Approach

Warmly optimizes our data through a waterfall approach, which means we use multiple data providers (20+) to validate the accuracy, quality, and overall match rate of our signal and contact data. This leads to:

High data quantity

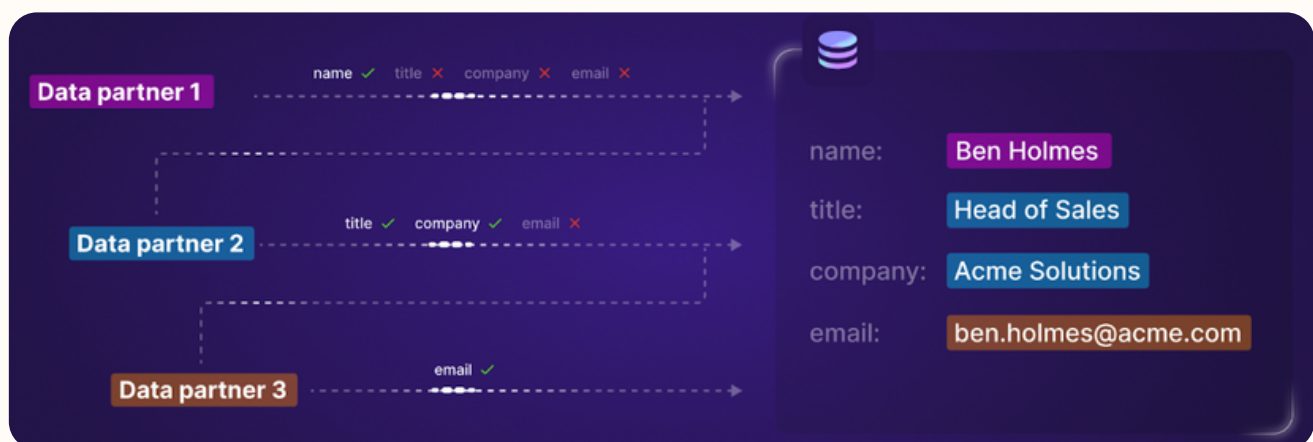
Multiple sources expand match rates.

High data quality

Proprietary cleansing and confidence scoring validate accuracy.

How A Data Waterfall Works

- 1) Warmly gets a potential warm lead from its proprietary dataset or from its most trusted data provider for a particular signal or contact data.
- 2) Warmly then refines the information & accuracy of that lead from a second data provider. Then third, then fourth, etc.
- 3) At any point, if confidence in the data is too low, we will throw out that warm lead from consideration. Multiple confirmations improve accuracy before delivery.



4. Data Quality Slider

Warmly's Data Quality Slider allows customization of data preferences:

Higher precision

Focus on accuracy, filtering out low-confidence leads.

Broader reach

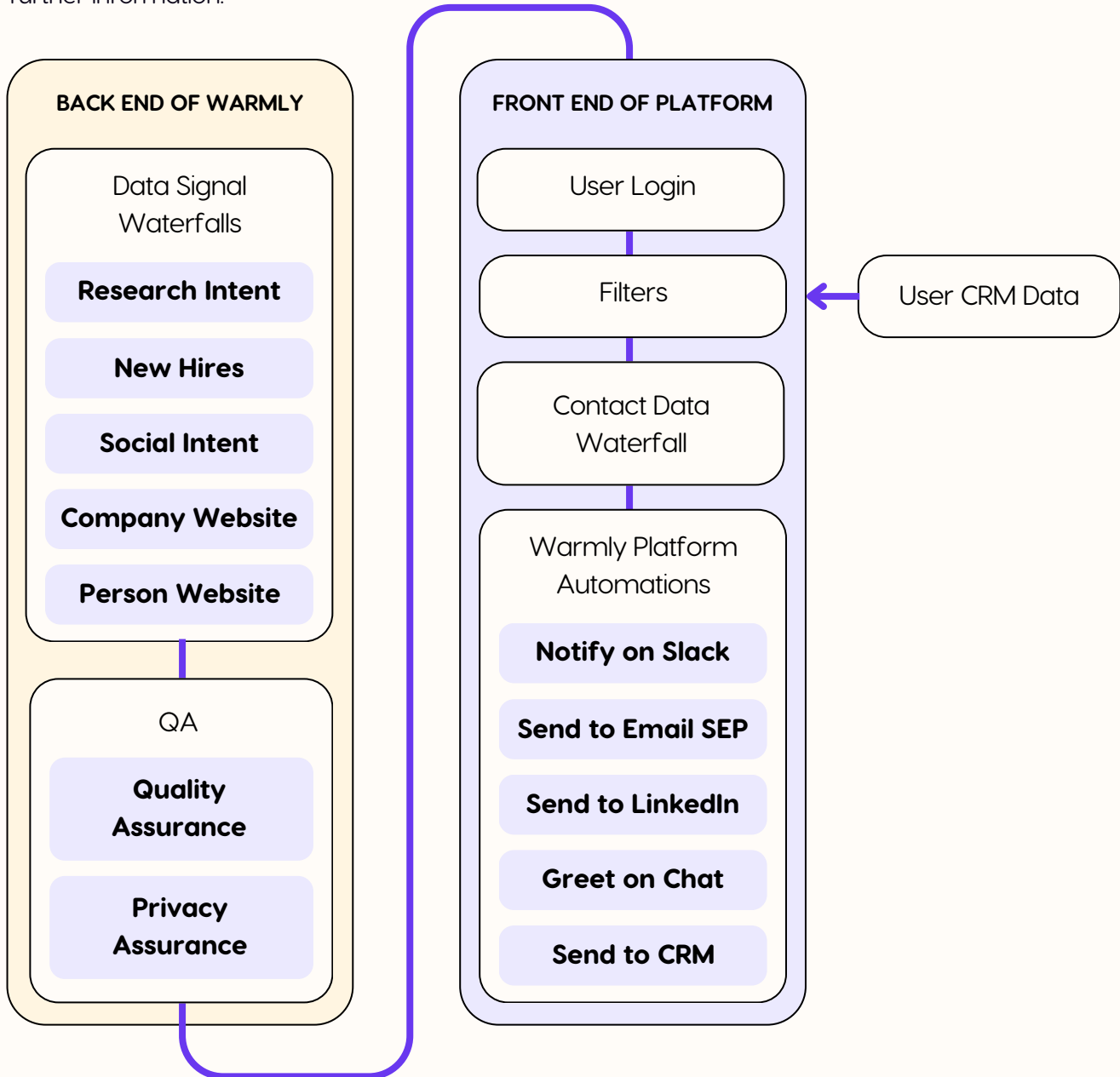
Increase volume for a larger prospect pool.

[Learn more here.](#)

☐	Prioritize Quality Confidence leads High 2+ data vendors or Warmly's detection algorithm agree these leads are likely accurate	3021 Contacts	7578 Companies
☐	Balance Confidence leads High Medium 1 or more data vendors find these leads to be likely accurate	11421 Contacts	18617 Companies
☒	Prioritize Quantity Confidence leads High Medium Low Data vendors may disagree or suggest some leads are not accurate	11453 Contacts	19059 Companies

5. Compliant & Privacy-First Data Architecture

Combining our signal data, our contact data and your CRM data, here is how Warmly's data flows throughout our system in a compliant & privacy-first manner. Contact privacy@warmly.ai for any further information.



6. Data Speed, Availability & Uptime

Real-Time Data Speed

- 100ms average processing time – The fastest data provider in-market.
- Edge computing – Reduces latency and accelerates insights.

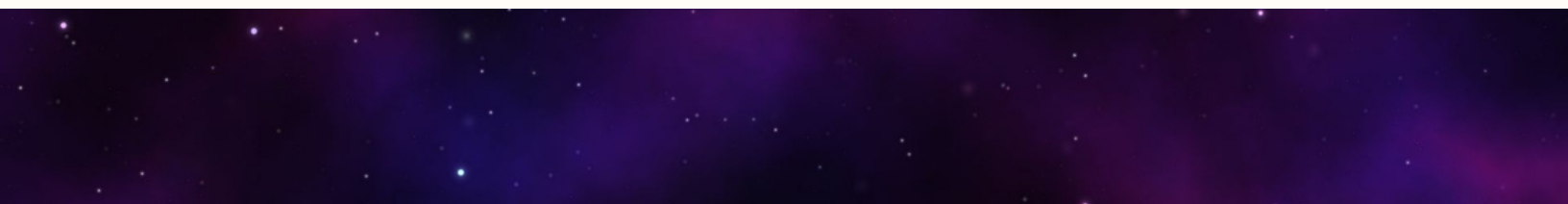
High Availability

- Multi-region data replication ensures 24/7 access.
- Automated failover prevents downtime.
- 99% SLA-guaranteed uptime
- 24 hour business day response time
- Schedule maintenance windows will occur outside of business hours

Disaster Recovery & Maintenance

- Advanced notifications minimize disruptions.
- Non-peak-hour updates ensure continuous availability.
- Redundant failover plans ensure resilience during failures.

For our Enterprise Customers we are able to agree to custom SLAs & uptime.



7. Deep Dive: 1st, 2nd, 3rd Party Data

The terms first-party, second-party, and third-party data refer to data sources and their origins in the context of digital marketing, advertising, and analytics. Here's a breakdown of the differences:

First-Party Data

This is data that you collect directly from your own audience or customers. It's information that you gather through your owned channels and interactions with users.

Examples:

- Website interactions (e.g., browsing behavior, clicks, form submissions)
- CRM (Customer Relationship Management) data (e.g., email subscriptions, customer profiles)
- App usage data
- Customer feedback, surveys, and support interactions

Why It's Valuable: First-party data is highly accurate and relevant since it comes directly from your customers or audience. It's considered the most reliable and privacy-compliant type of data.

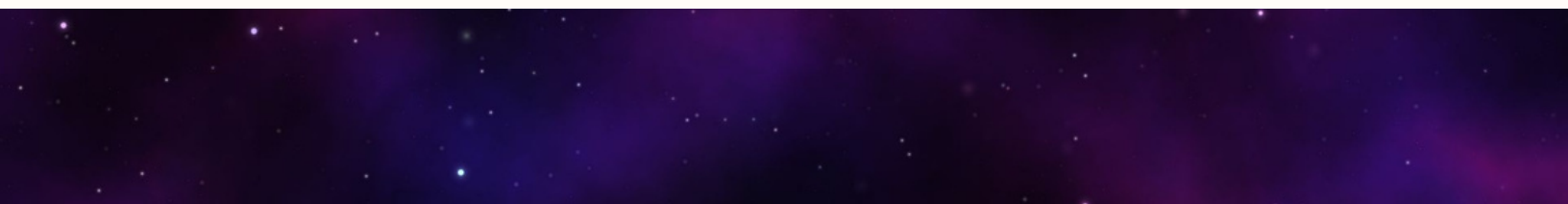
Second-Party Data

This is essentially someone else's first-party data that is shared directly with you, usually through partnerships or agreements. It's collected by another organization but shared with you to help enhance your understanding of your target audience.

Examples:

- Data shared by a business partner, like another company in a similar industry
- Data from collaborations or direct data-sharing agreements between companies

Why It's Valuable: Second-party data offers you a high level of specificity since it comes directly from another trusted organization that has already established a relationship with its audience. It can help you expand your insights beyond your own data without having to gather it from scratch.



Third-Party Data

This is data that is collected and aggregated by an external entity or data broker and is available for purchase or access. Third-party data isn't collected from direct interactions with your customers or audience but is obtained from a variety of external sources.

Examples:

- Data from data aggregators like Acxiom, Nielsen, or Experian
- Demographic information, behavioral data, or interest-based data collected from users across a wide range of websites, apps, and online platforms

Why It's Valuable: Third-party data can provide broader insights that help you reach new audiences, target specific demographics, and extend your marketing efforts beyond your current reach. However, it is generally less accurate and specific compared to first-party and second-party data.

Type	Source	Ownership	Accuracy	Use Cases
1st Party	Collected by you directly	Fully owned by your business	Highly accurate and specific	Customer personalization, remarketing, segmentation
2nd Party	Shared by another business (partner)	Shared through agreements	High-quality but less personal	Strategic partnerships, expanding audience reach
3rd Party	Collected by external sources (e.g., data brokers)	Owned by 3rd party data providers	Broader but less precise	Broad audience targeting, expanding market insights