



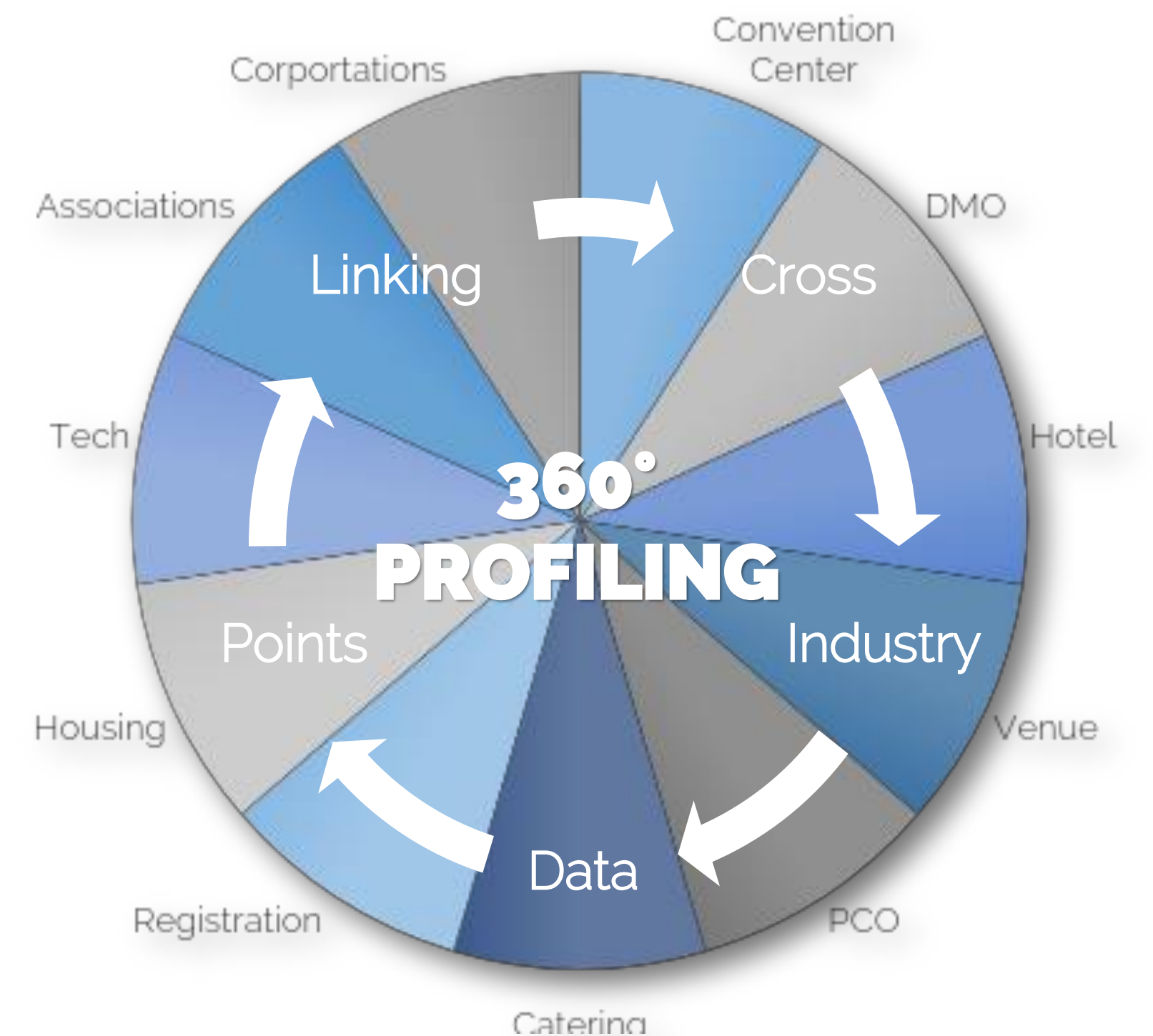
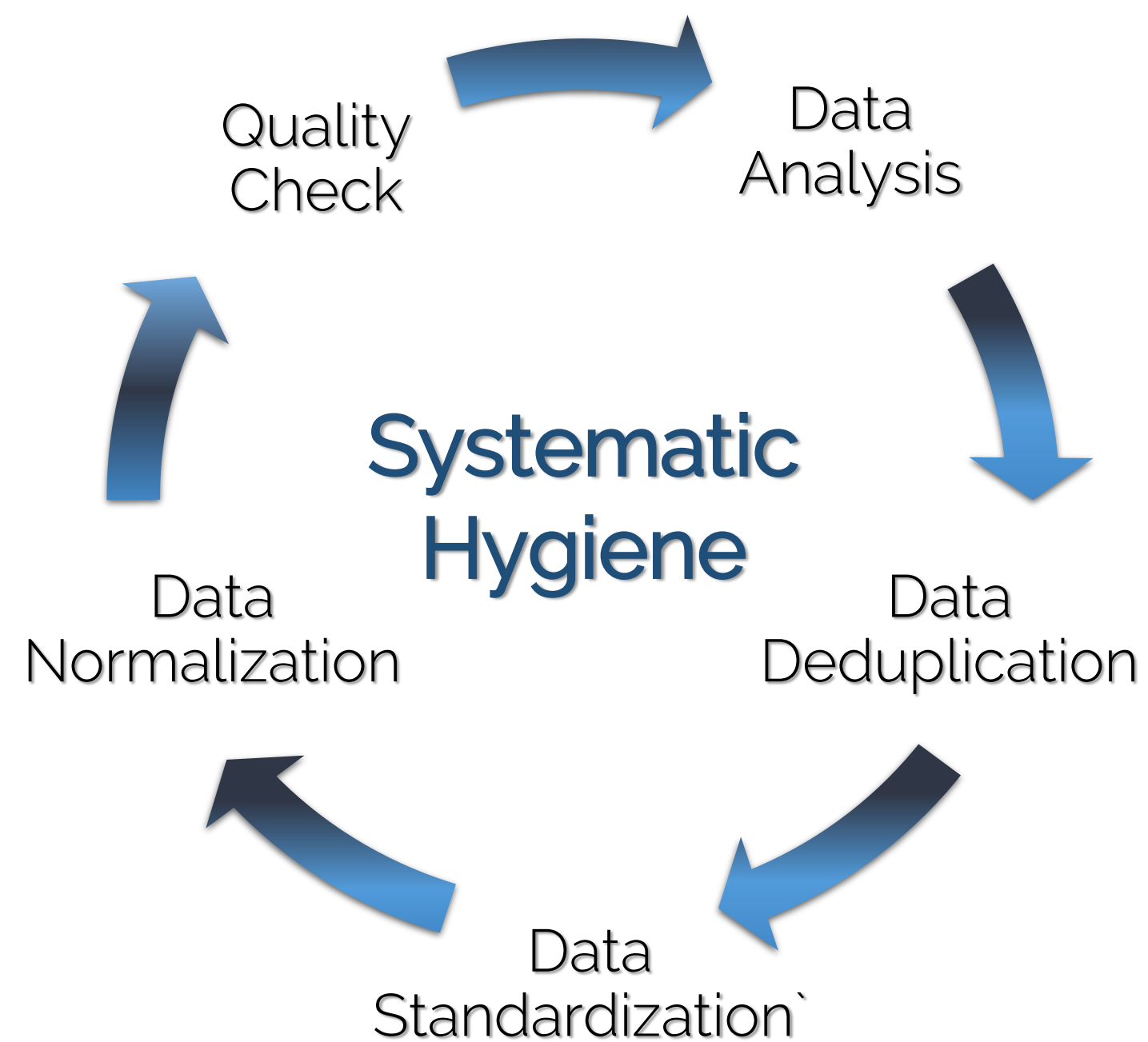
**BEAM**

Powered by  **infogroup**<sup>TM</sup>

# BEAM is ...

## Data as a Service

*Cleansing, Enriching and Profiling Data*



# BEAM Sample Data Points

Contact	Title	Address	Phone	Email	Industry	Employee Size	Sales Volume	Year Established	Headquarter
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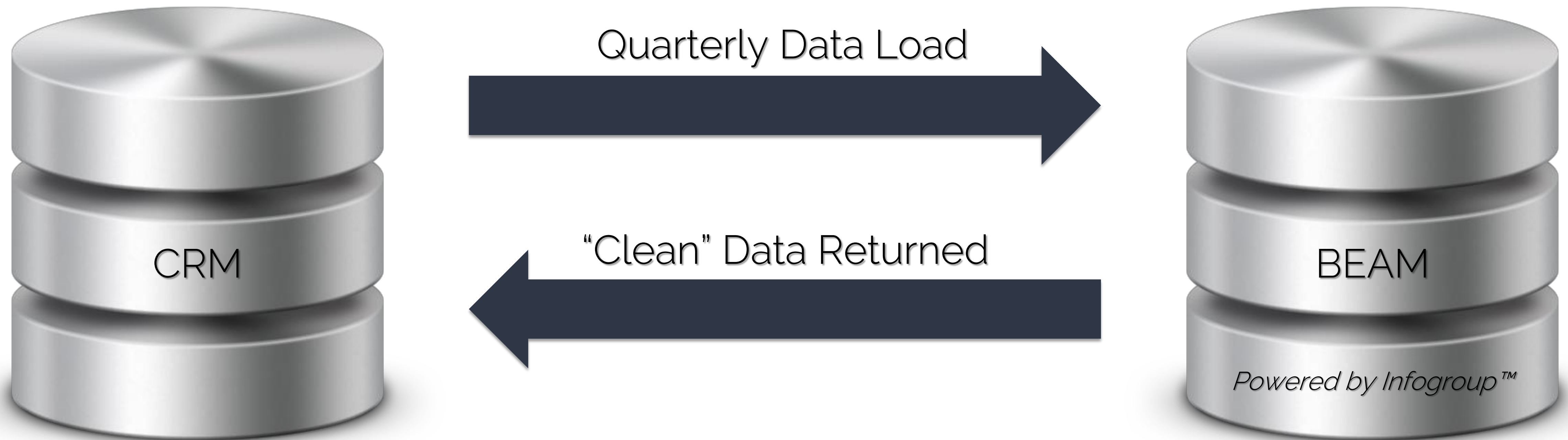
Organization

Organization Enhanced

Event Type	Event Dates	Event Budget	Venue Type	Square Footage	Exhibitor Detail	Registrants	Attendance	Room Block	Hotel Inventory	Technology	F&B	Audio Visual
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Business Events

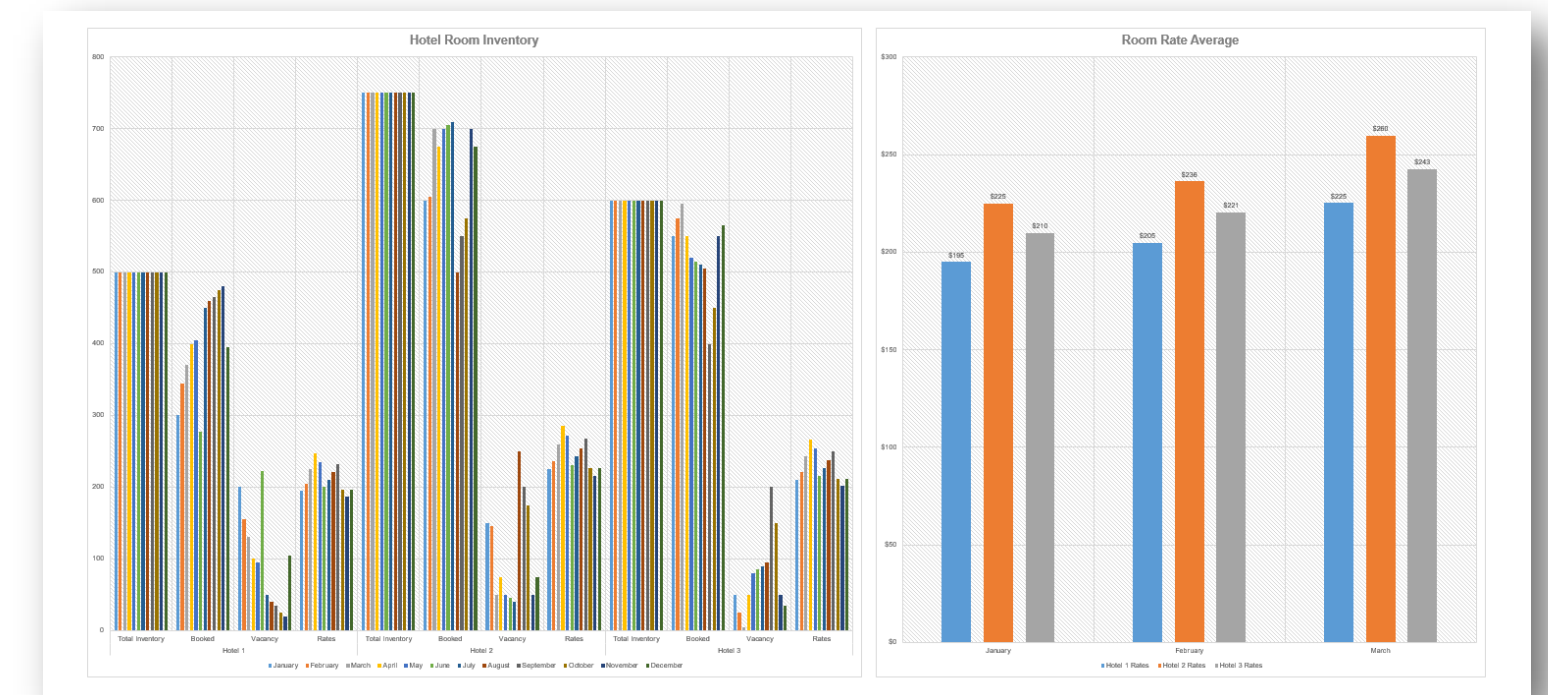
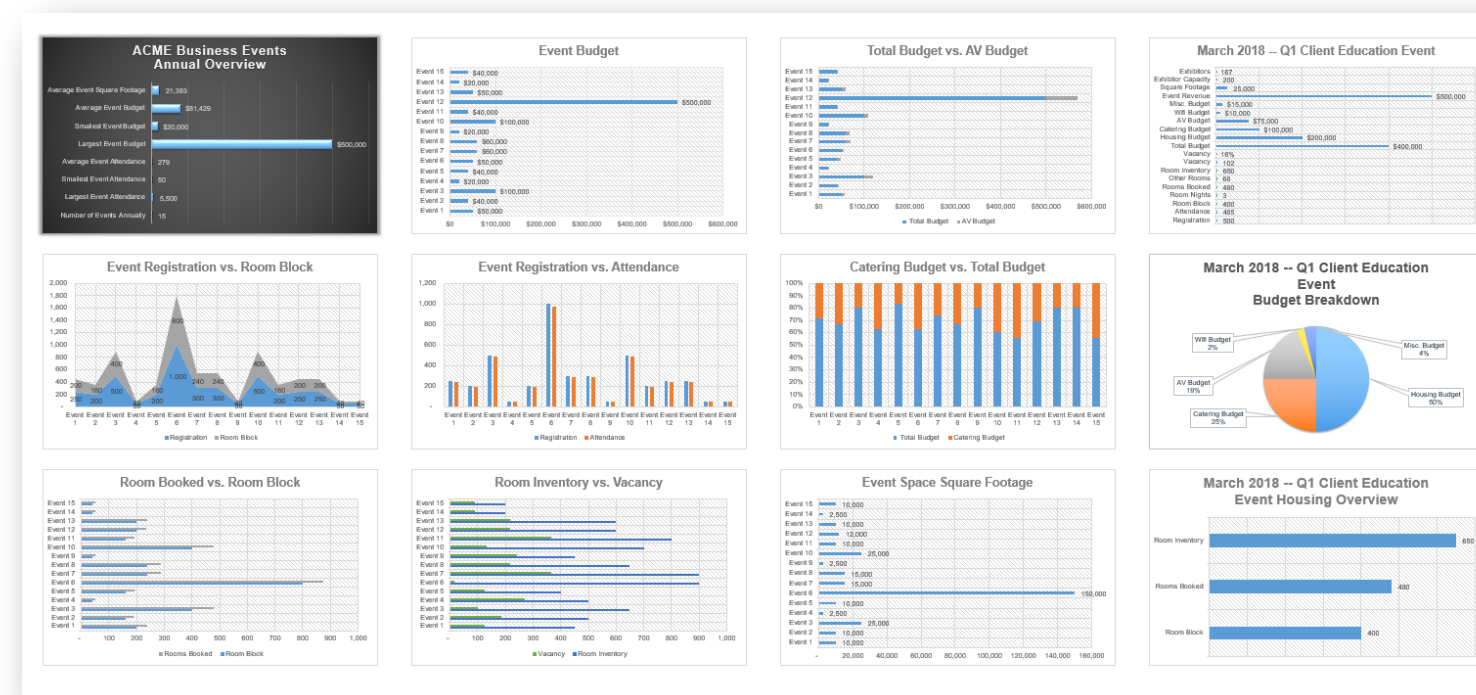
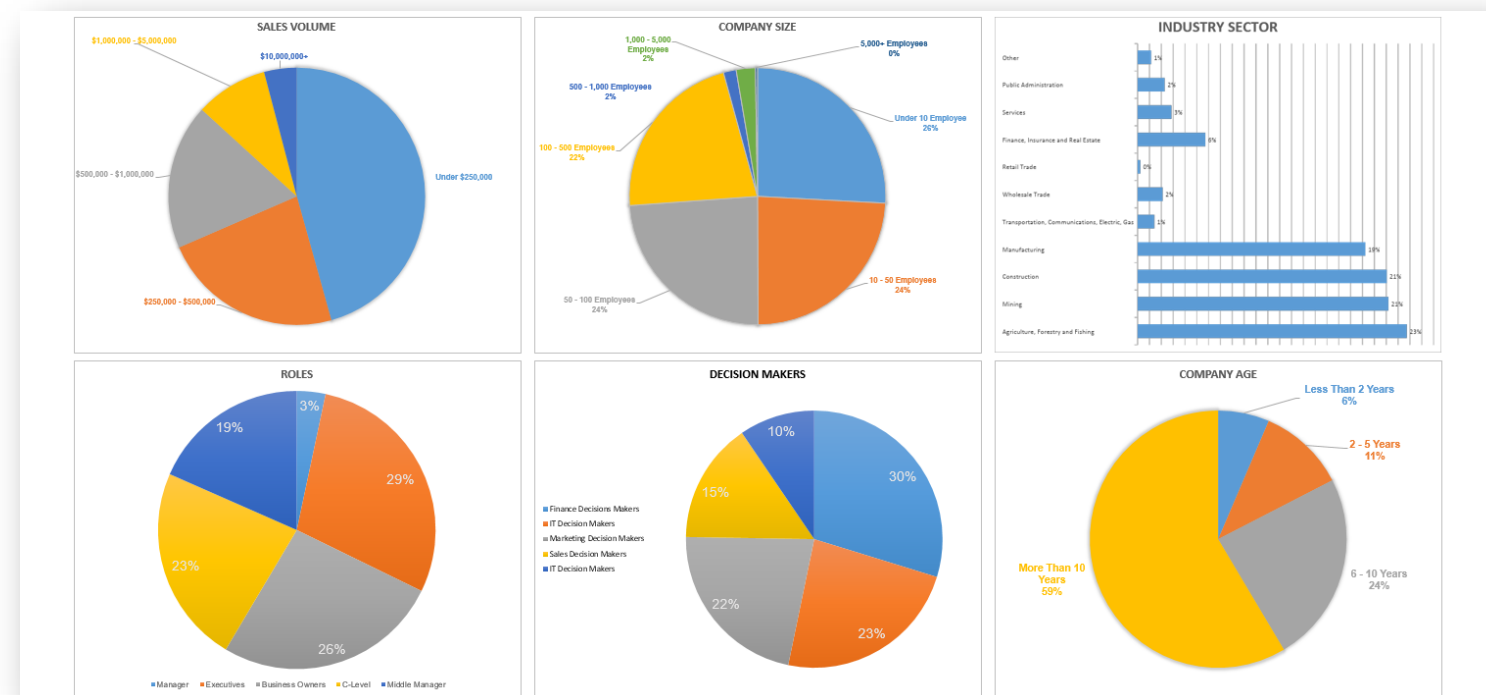
# Data Flow



## What Is Clean Data?

- Address standardization
- Identifies when a business has moved
- Scores addresses with a deliverability value
- Finds duplicate records and consolidates them
- Scores email addresses with deliverability value; will update when updated record exists
- Validates company name; will update when updated record exists

# System Accessibility

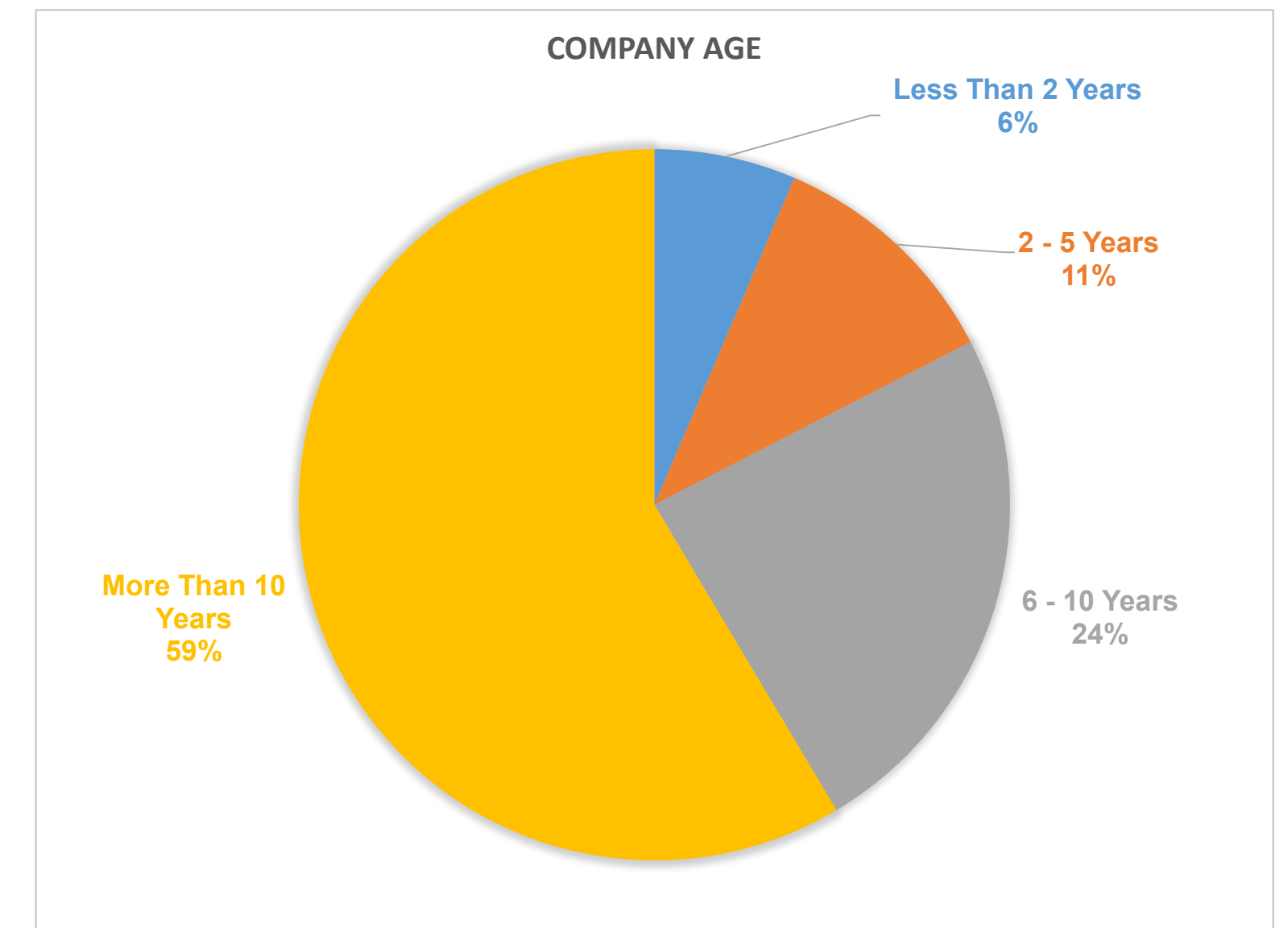
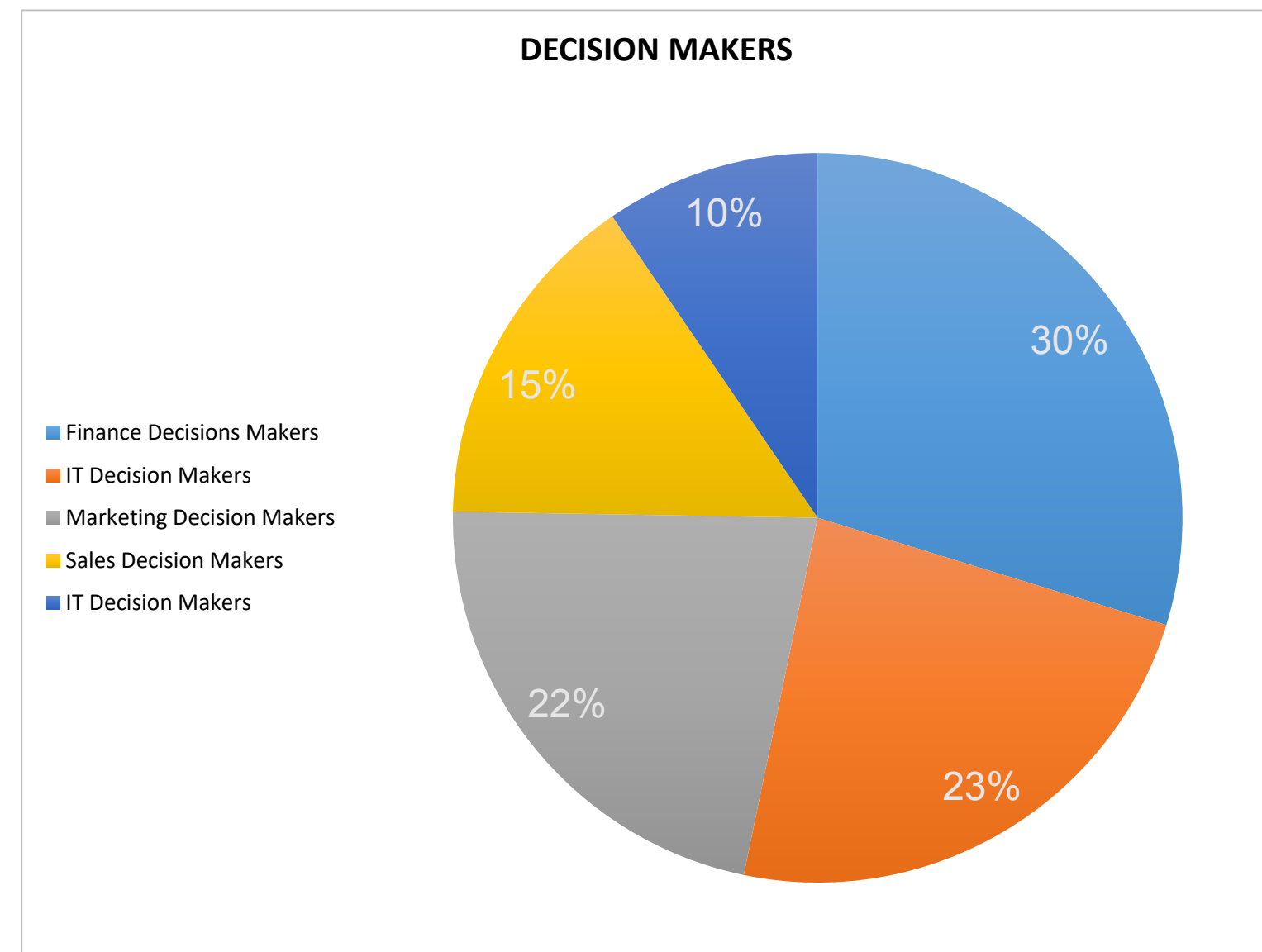
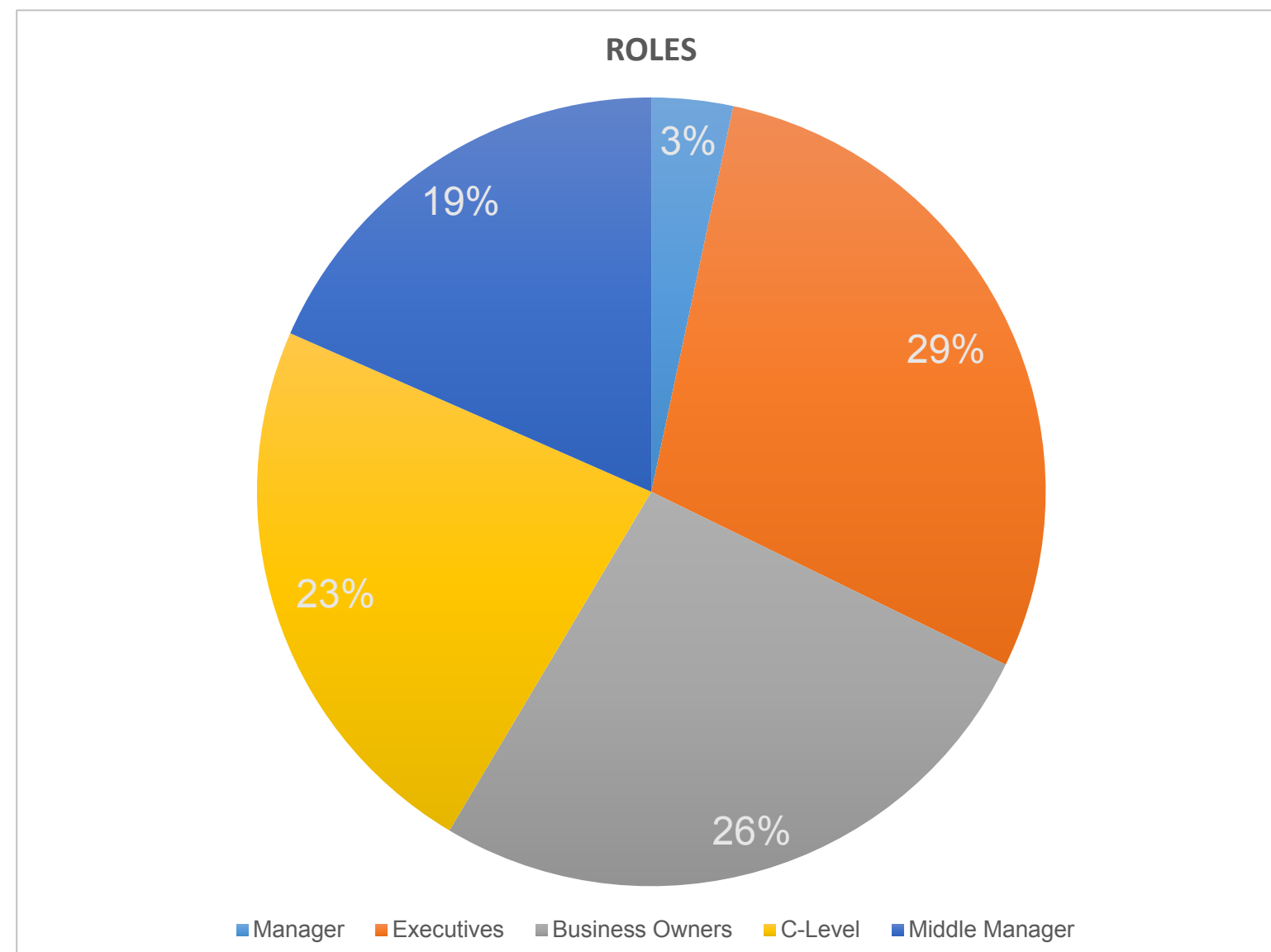
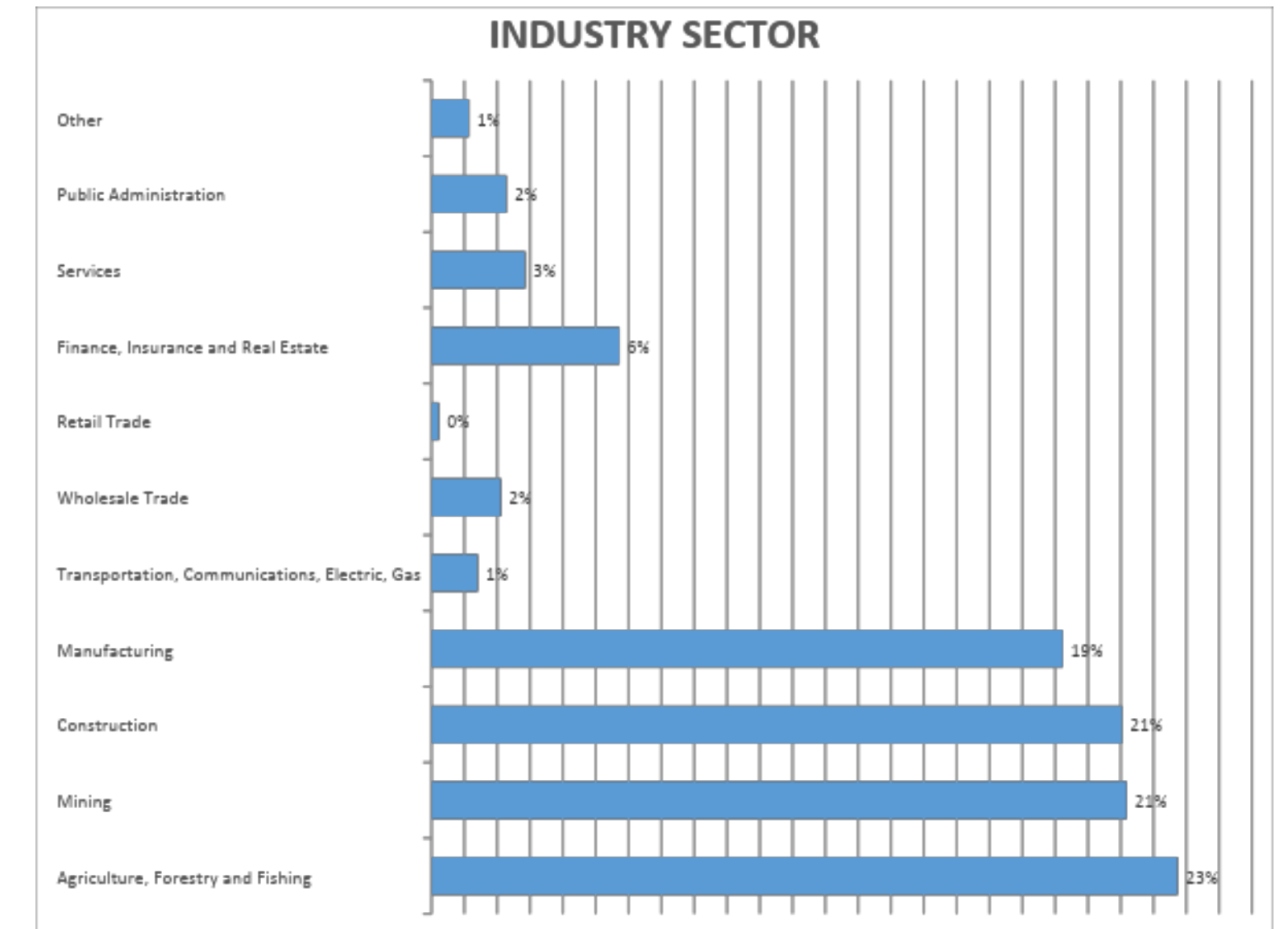
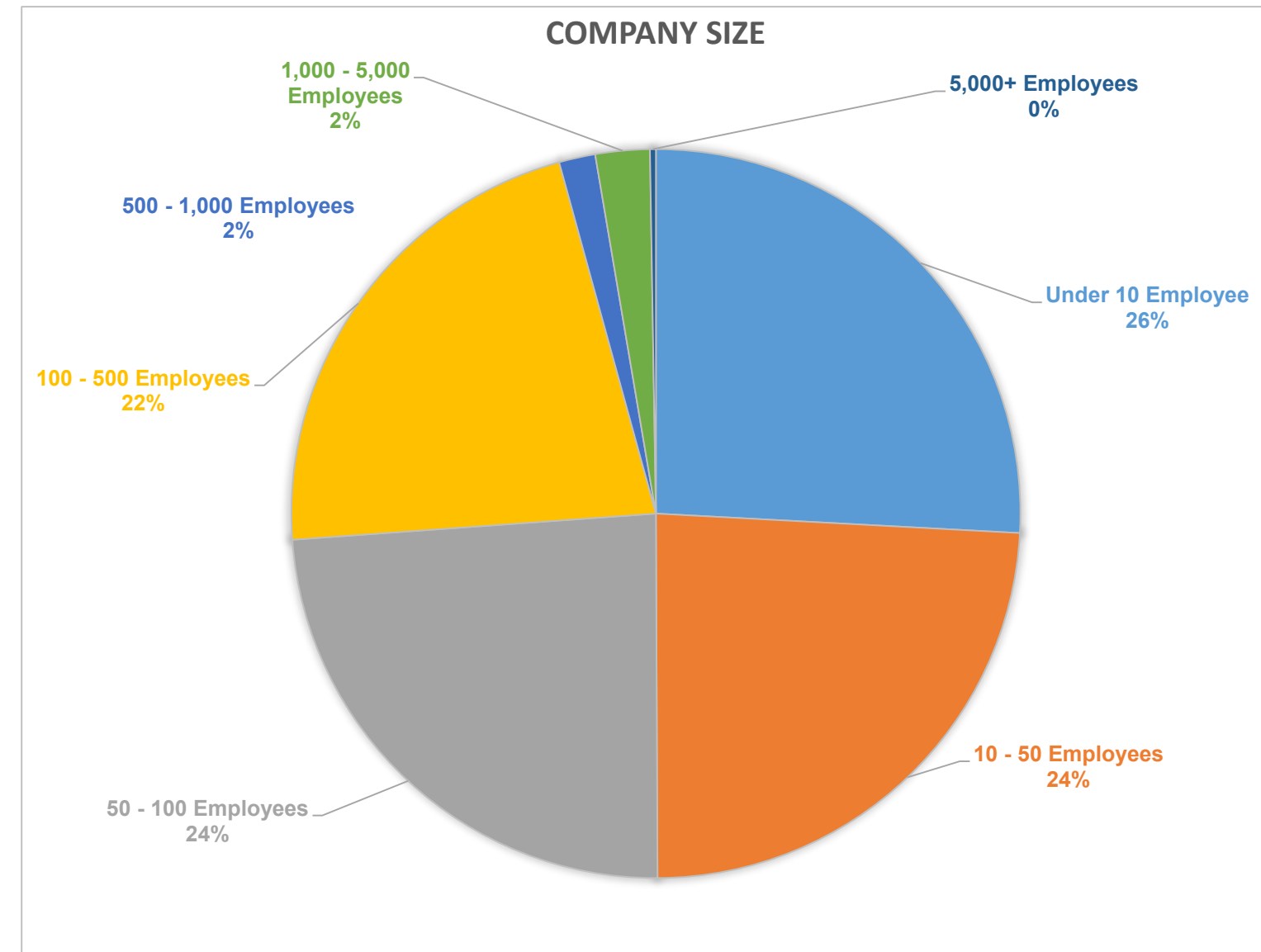
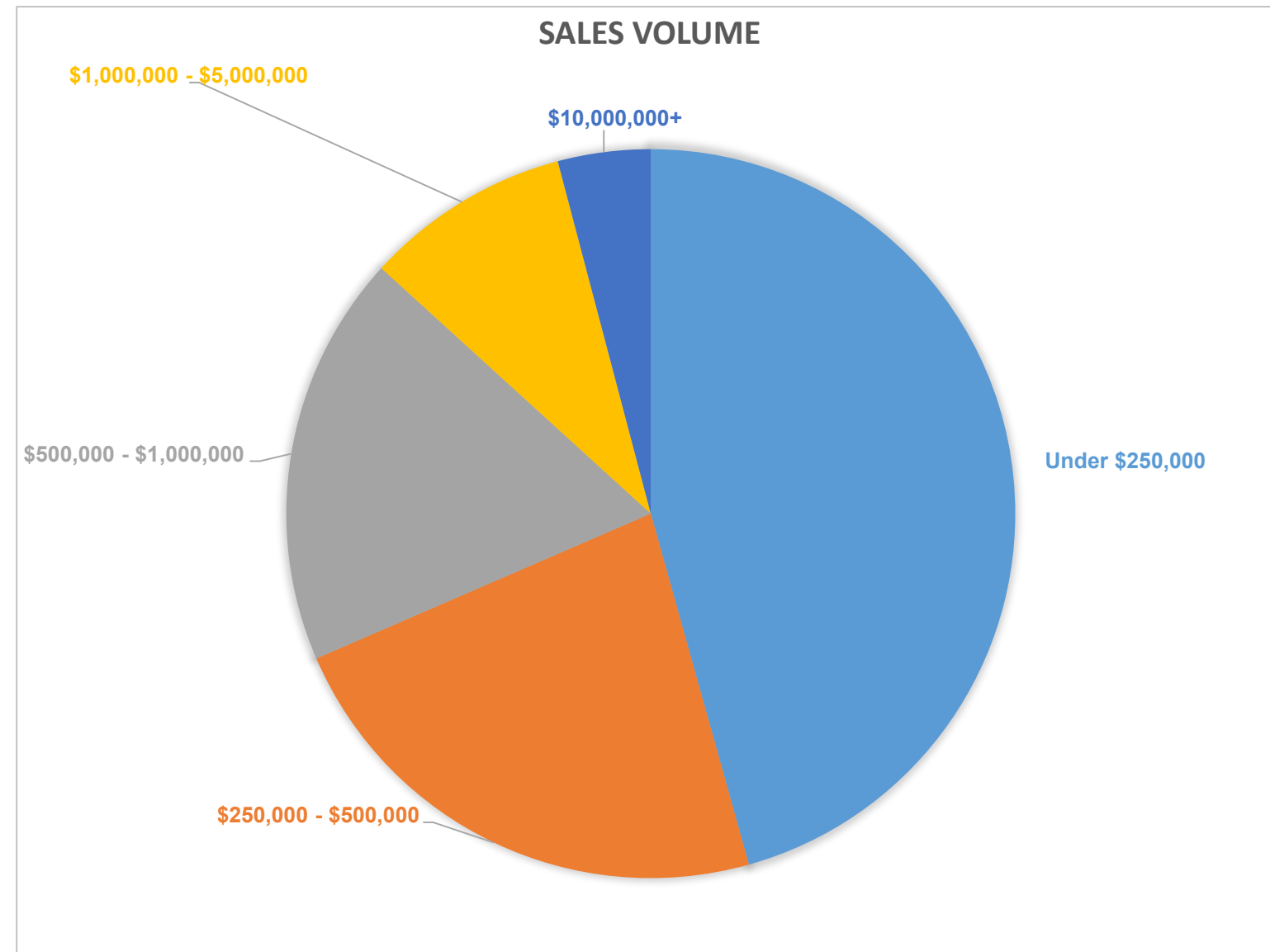


Secure Dashboards & Additional Features Accessible Via Web Browser



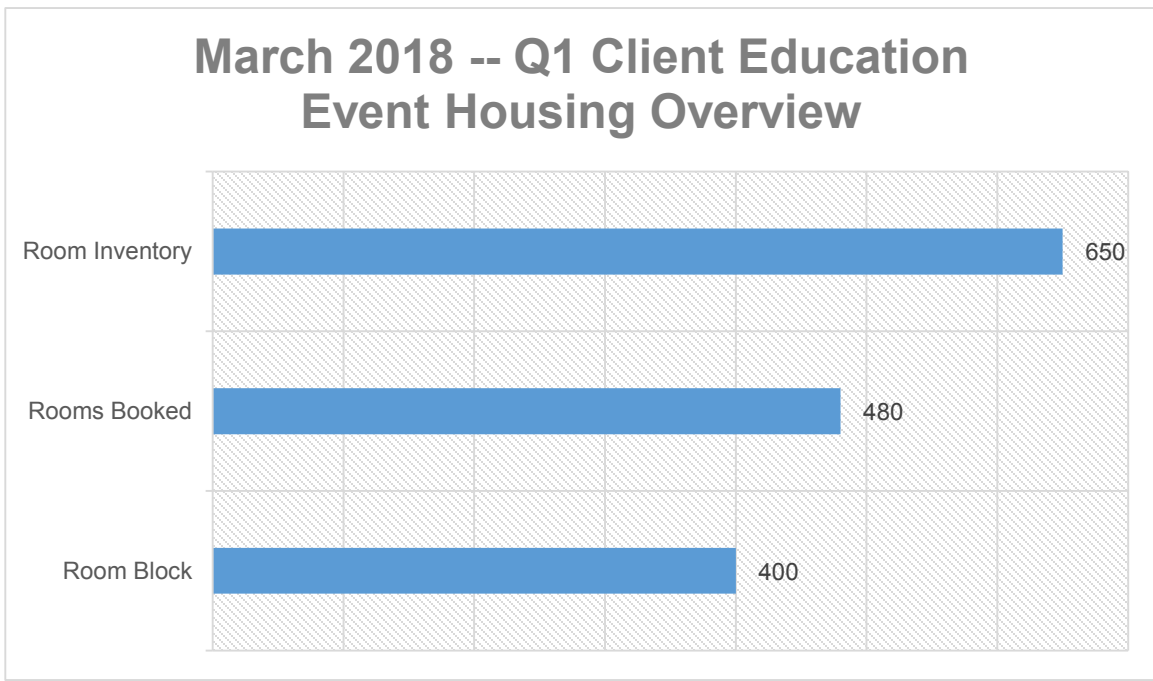
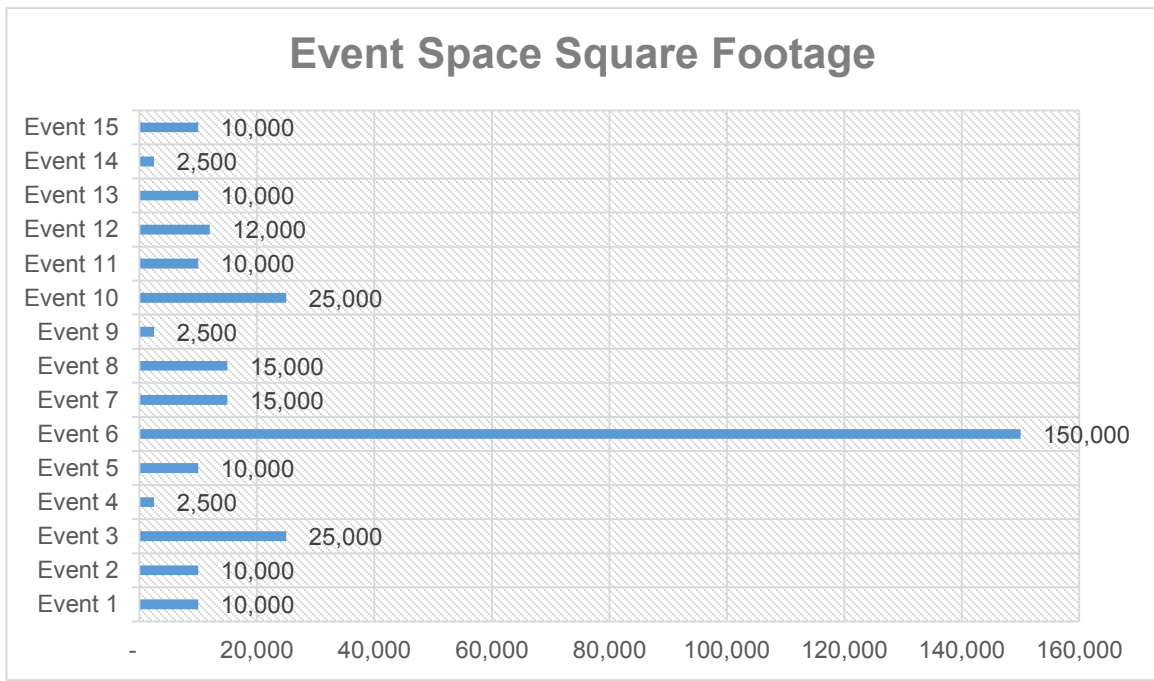
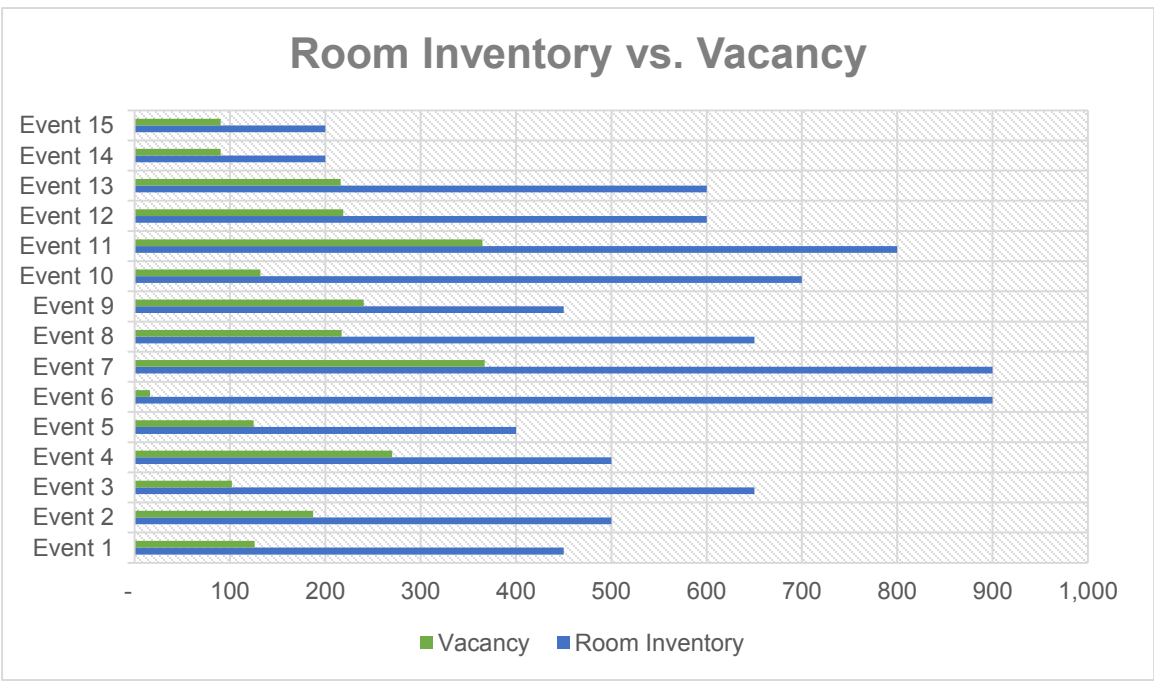
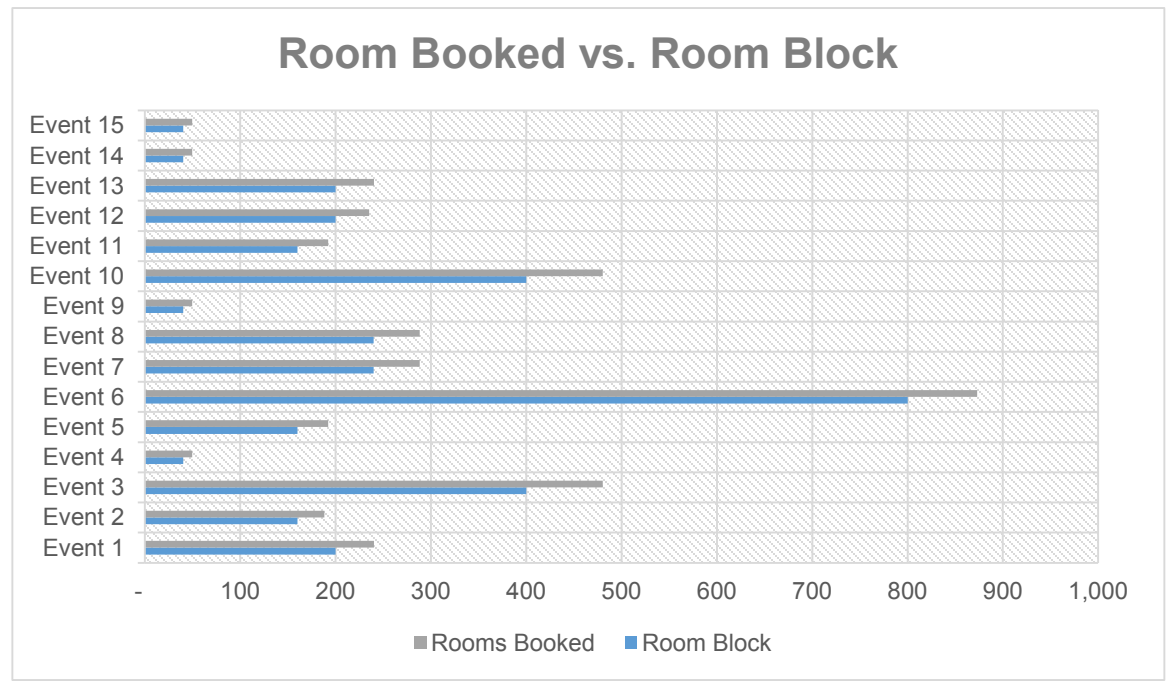
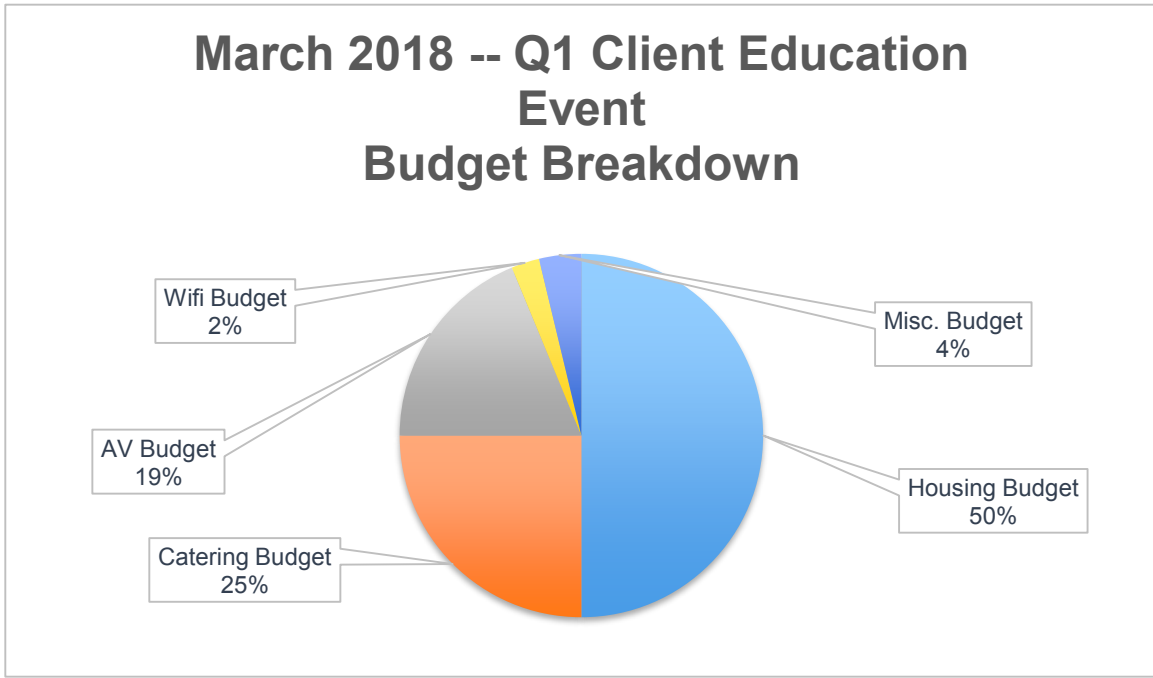
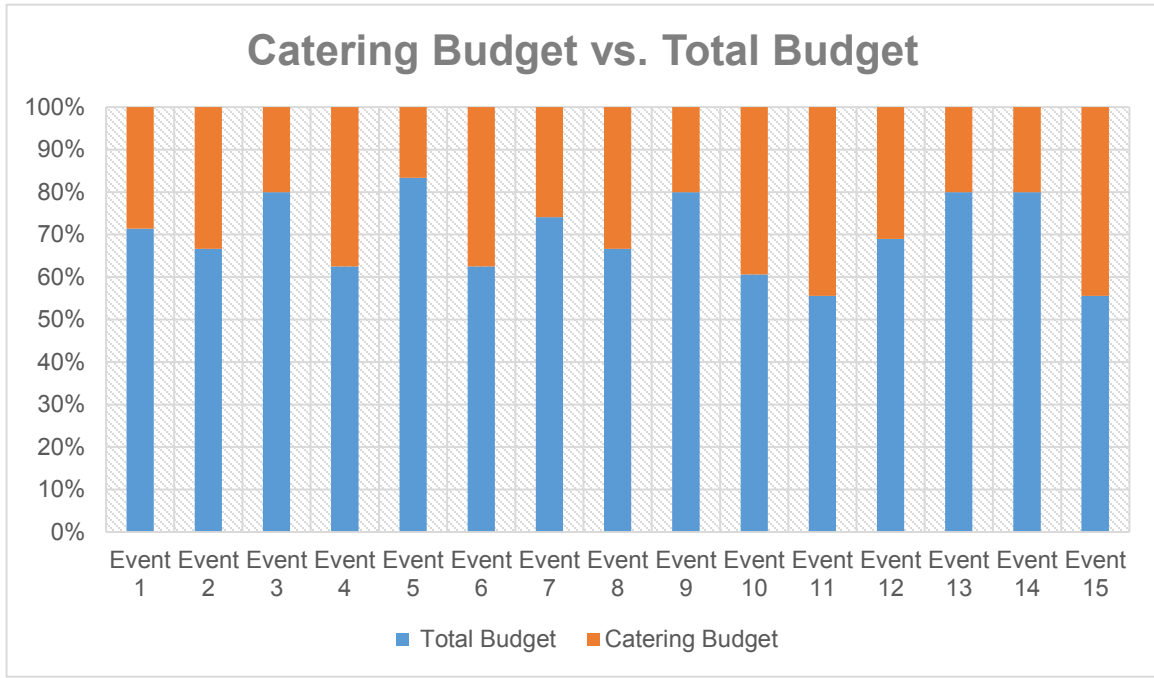
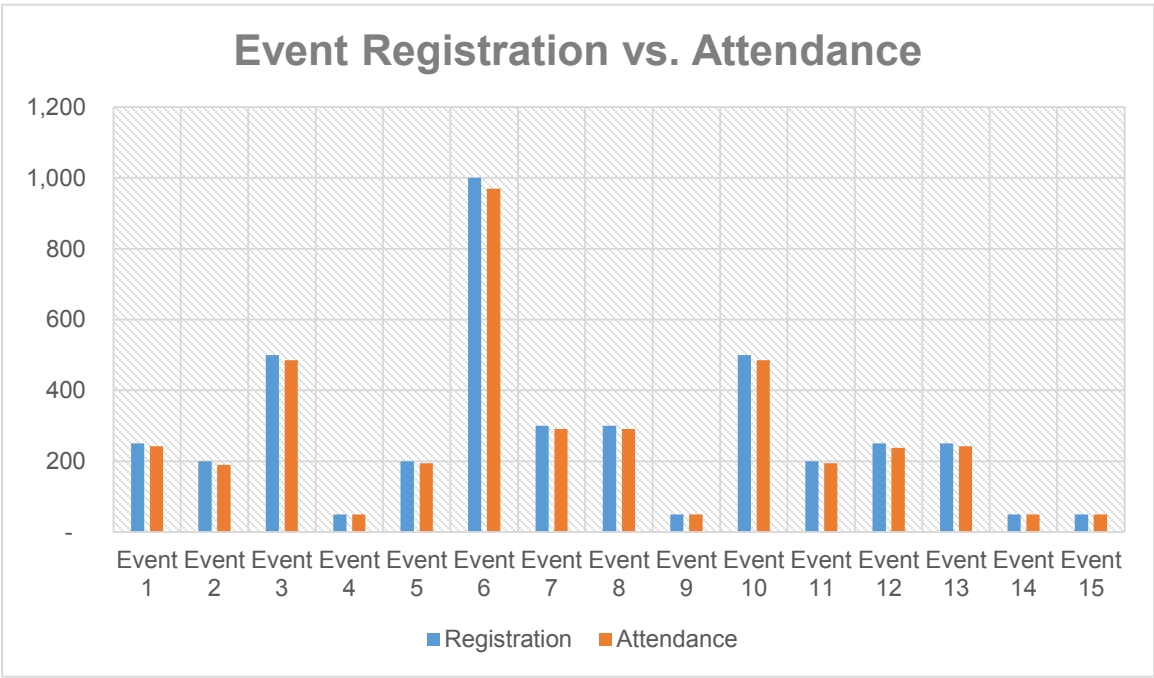
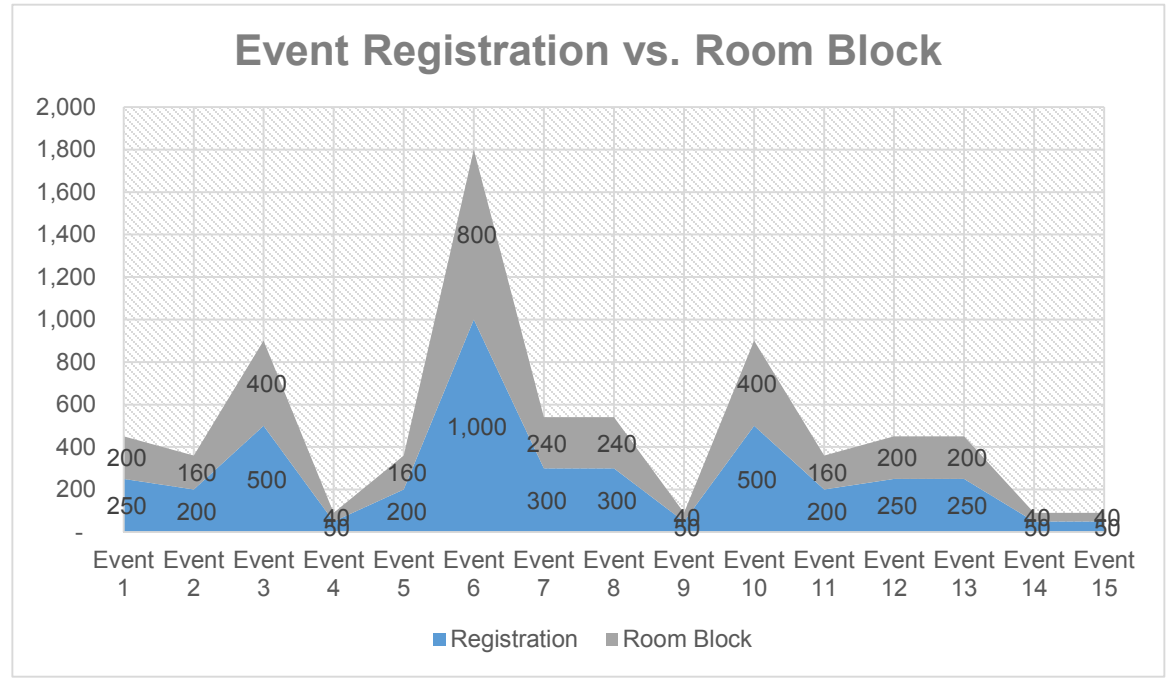
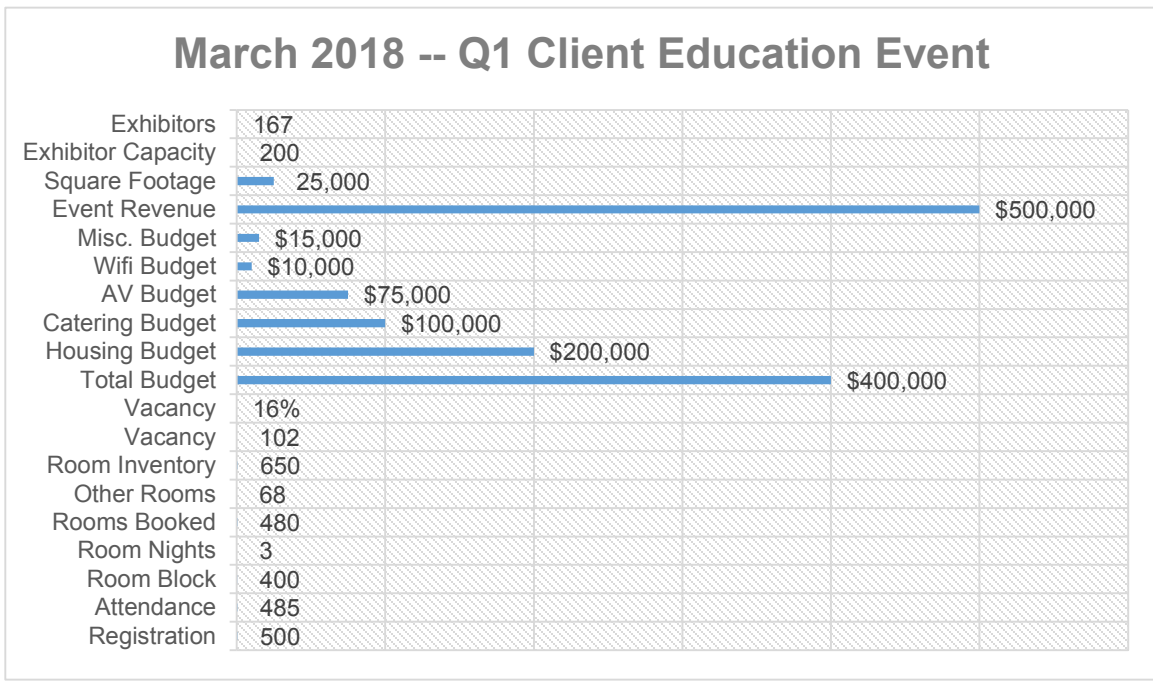
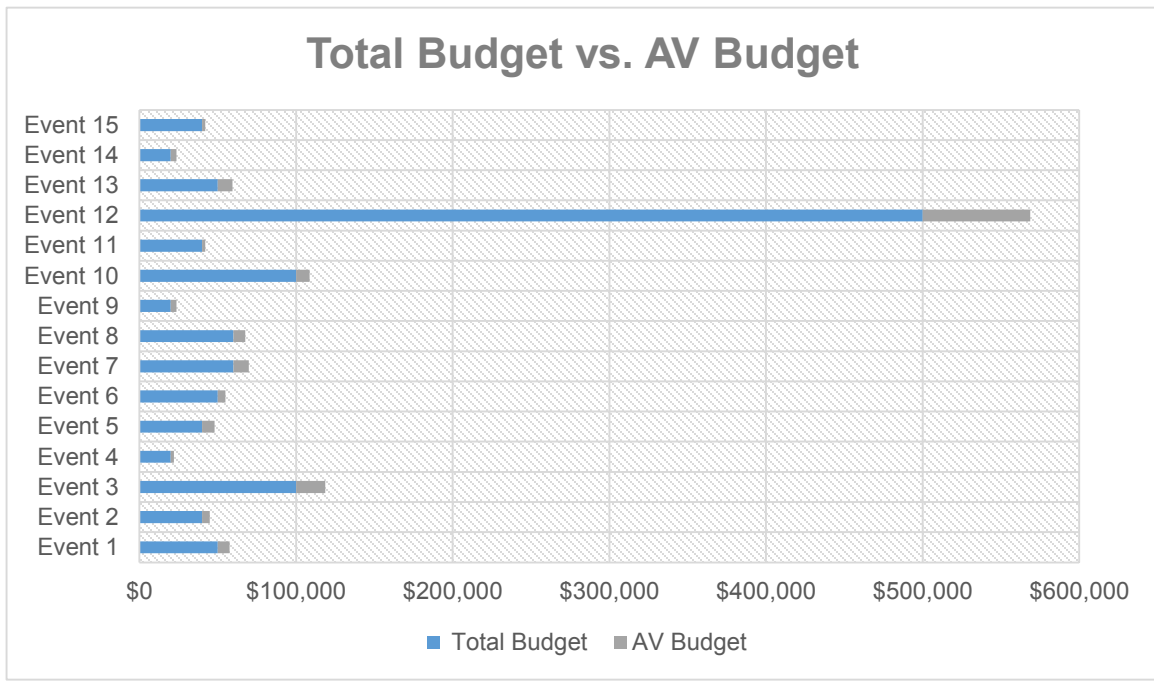
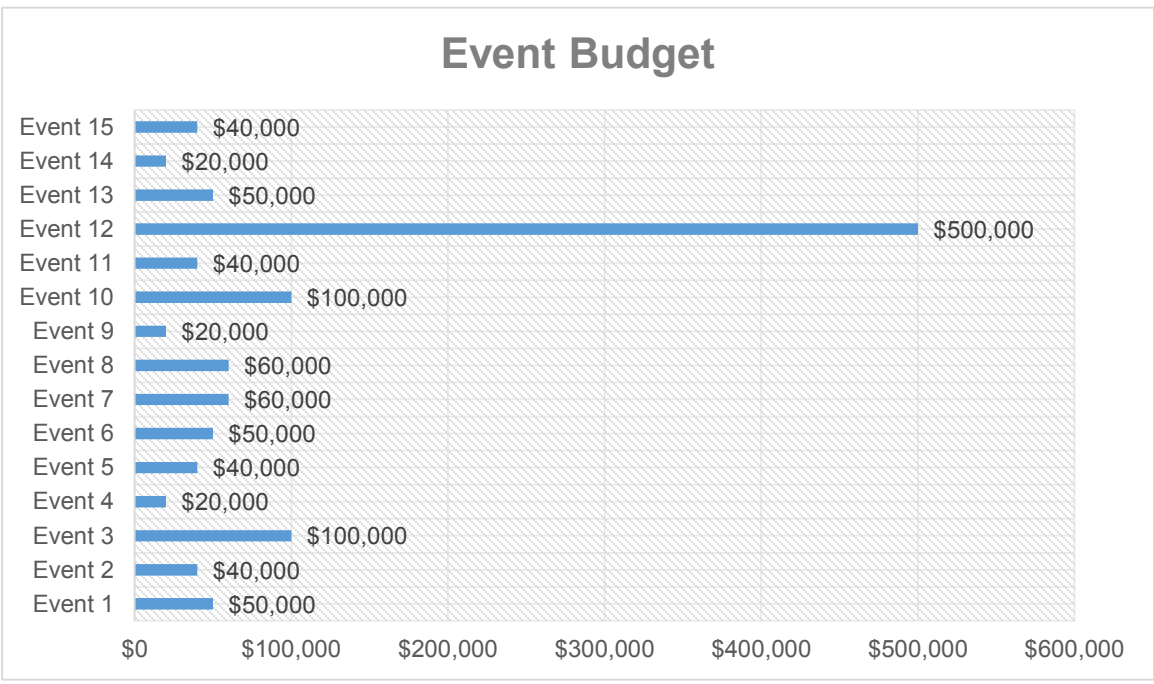
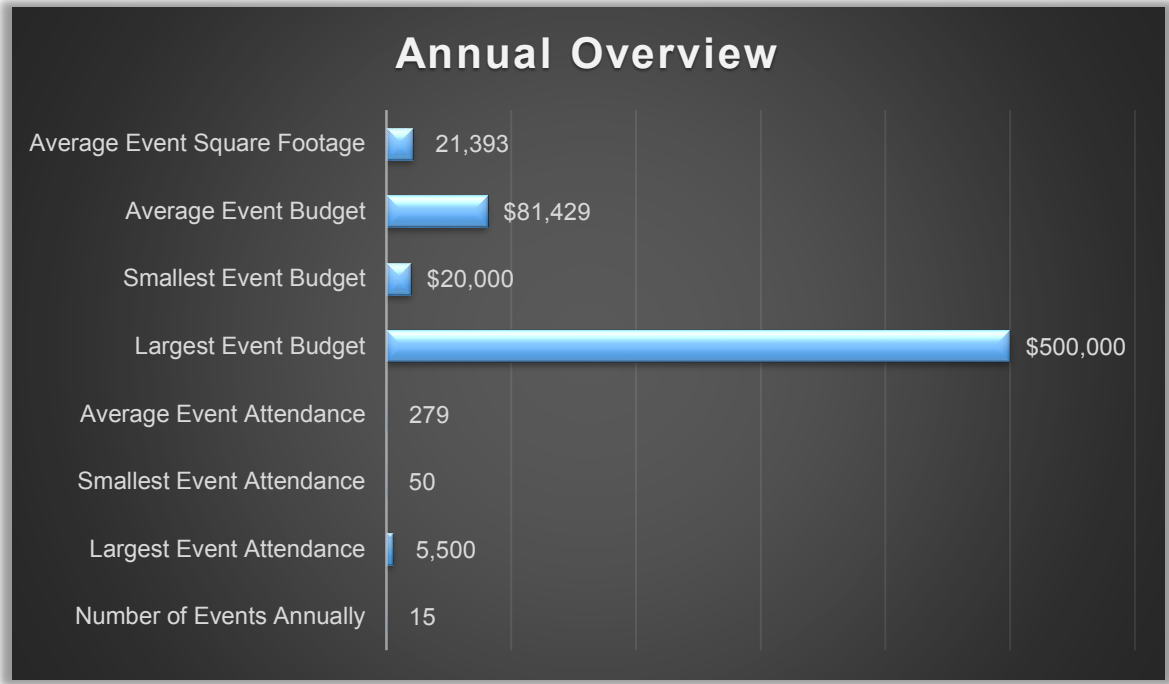
# Company Insights

## Examples of Data Visuals



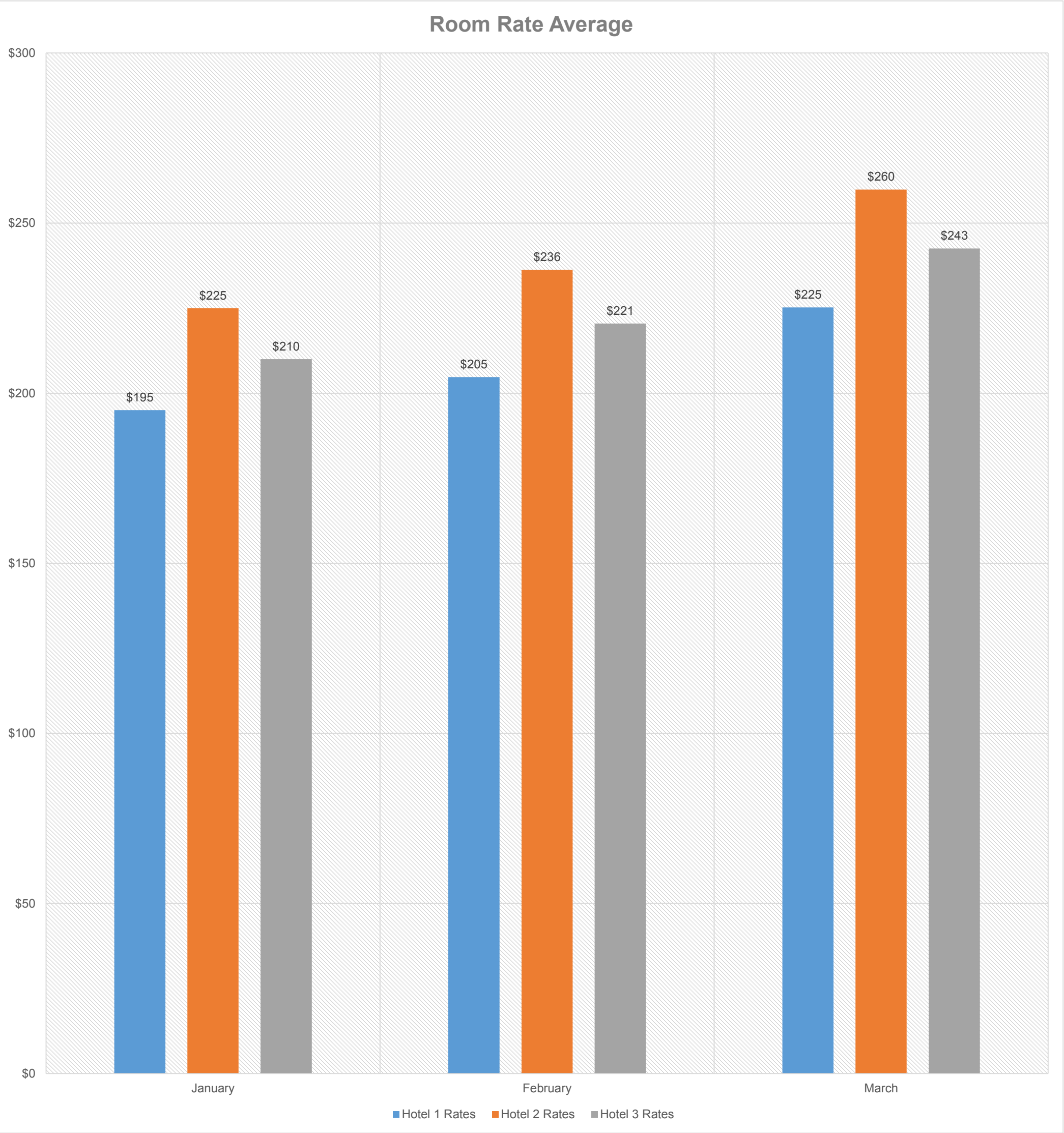
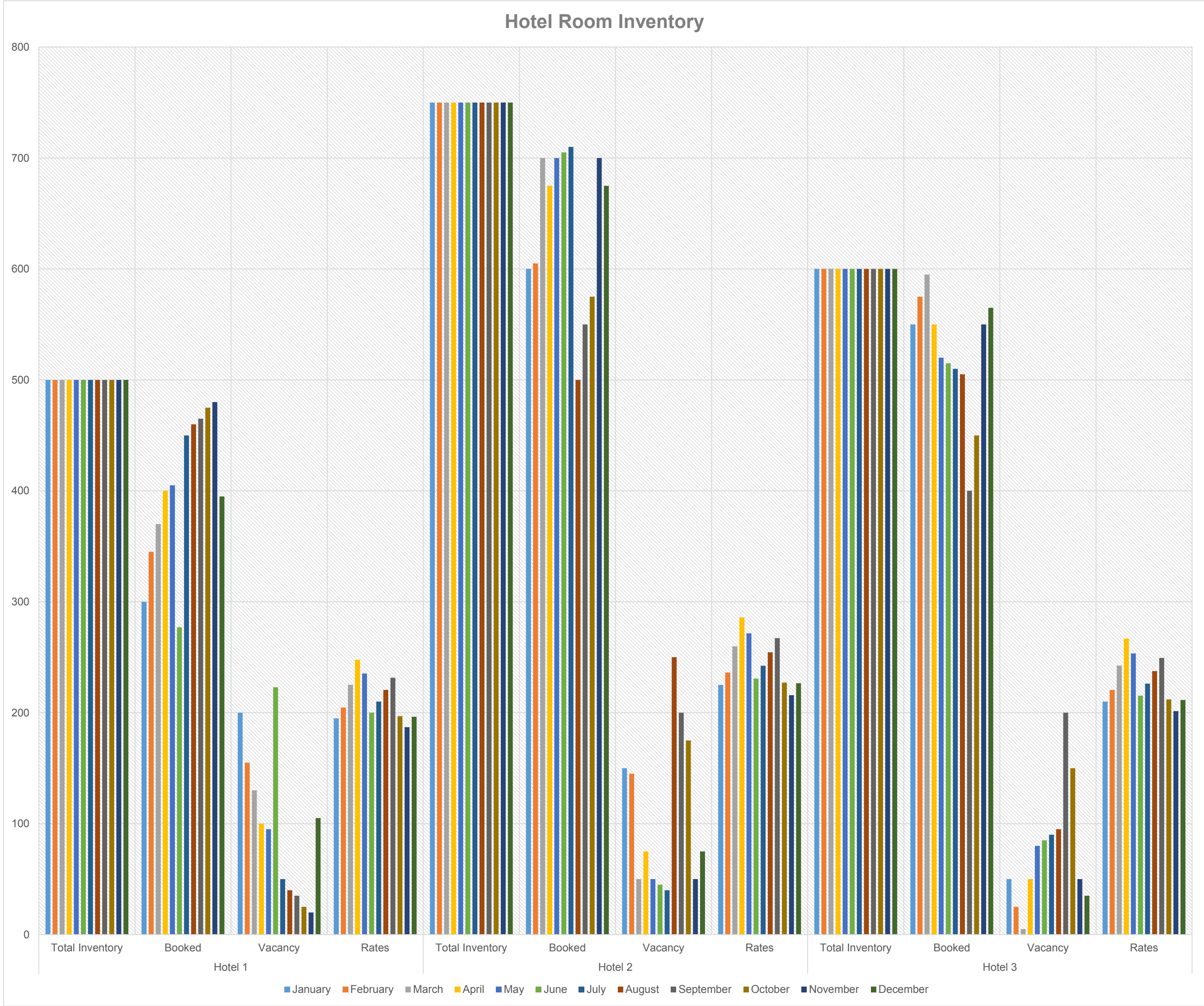
# Event Insights

## Examples of Data Visuals



# Industry Sector Insights

## Examples of Data Visuals



# BEAM License Structure

*Five Options Based On Size Of CRM*



Up to 10,000  
Records



Up to 25,000  
Records



Up to 50,000  
Records



Up to 100,000  
Records



More than 100,000  
Records

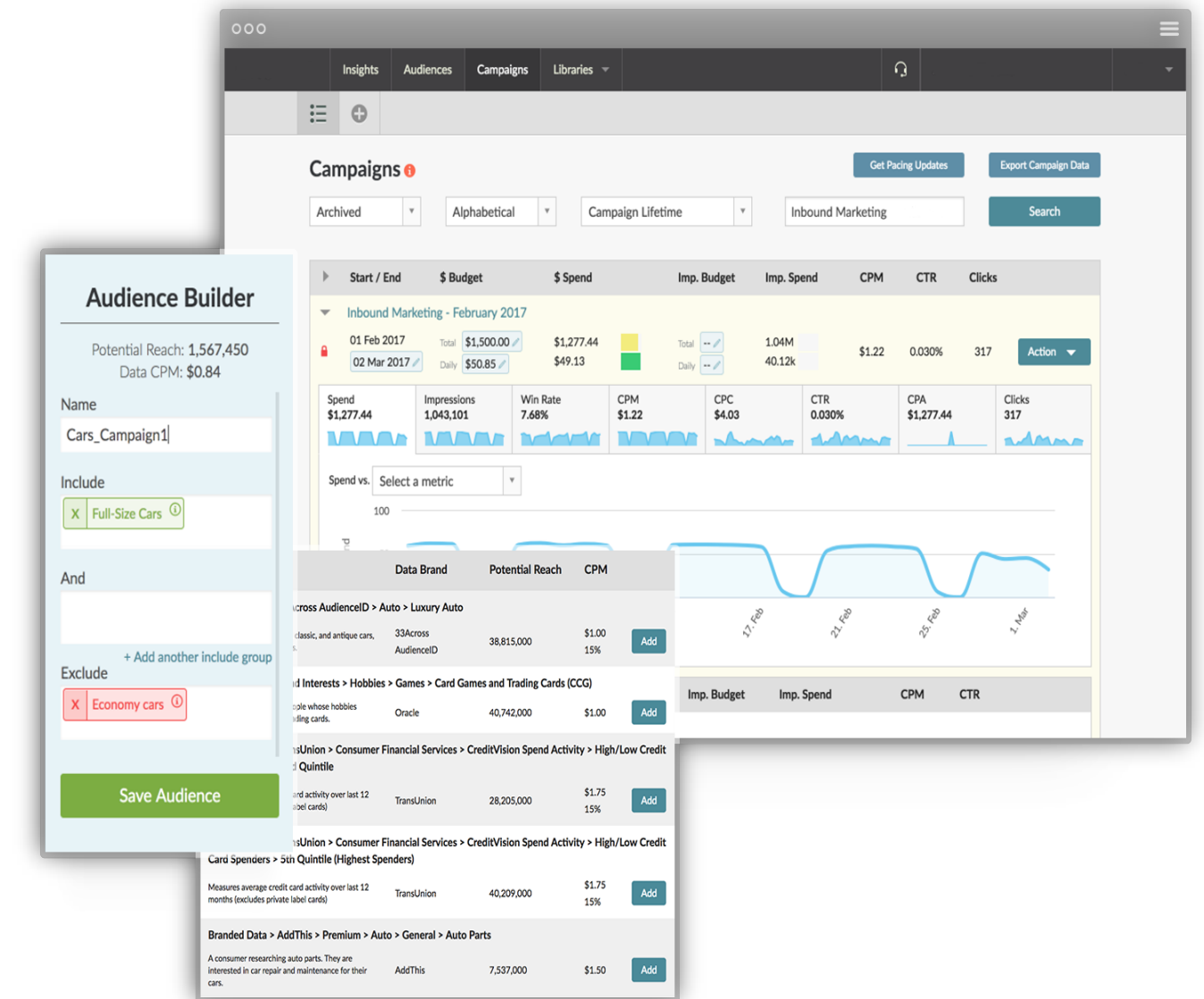
# Additional Features



Gain access to advanced email marketing solutions with the ability to seamlessly expand the data universe to look-a-like records.



Enhance existing CRM database by appending key demographics and acquiring look-a-like records for digital and print campaigns.



Utilize CRM database to target audience across digital ad networks to engage with targeted audience where they consume content.

# Privacy & Security

Infogroup will independently manage the data and analytics process to ensure the service meets data security and privacy standards. BEAM participants will only have access to their own proprietary data. PCMA will never have access to any data portfolio other than its own. Any data intelligence or analytics generated by BEAM will not identify individual information.

Access to BEAM intelligence is granted on a 12-month license. The PCMA product is in pre-sales mode and will launch later this year.

**WHAT BEAM IS:** Cutting-edge aggregate reports with predictive analysis and visualizations for the \$3 trillion global business events industry.

**WHAT BEAM ISN'T:** Selling your data to another company. Your information will be kept anonymous.

# Questions?

Please send me an email at [rhaas@pcma.org](mailto:rhaas@pcma.org)