Win With The Best Manufacturing Data In The Market

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Our Vision

Explorium is shaping the future of data companies, uniting vast external data with cutting-edge AI to empower businesses to make accurate decisions
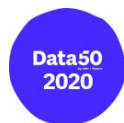
About us:

Founded - **2017**

Funding - **$130M**

Locations: **SF | NYC | SLC | TLV**

Trusted by:

PEPSICO

idea FINANCIAL

melio

ISCAR Member IMC Group

PayPal

weave

marcone

PPG Professional PLUMBING GROUP

Awards:

Data50 2020

Gartner COOL VENDOR 2021

AI TIME JOURNAL TOP 25 ARTIFICIAL INTELLIGENCE COMPANIES
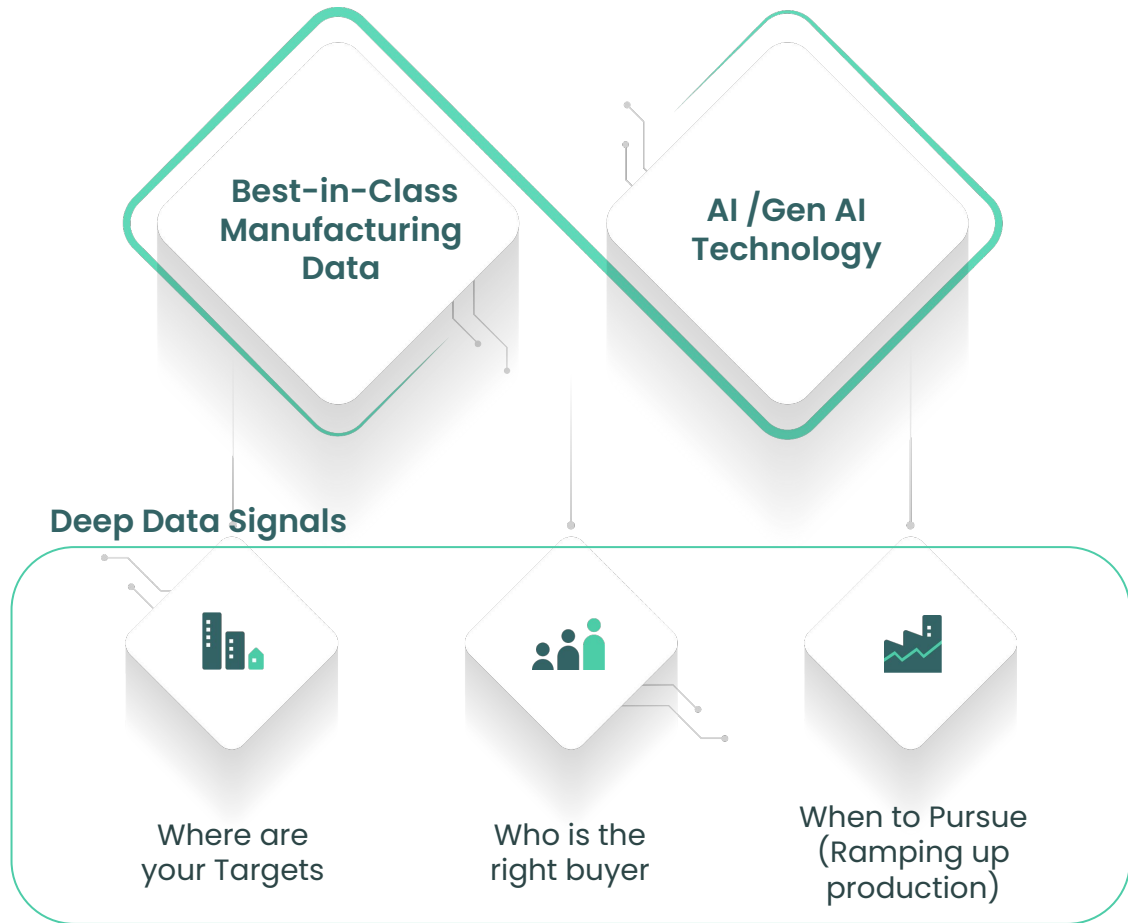
THE NEXT BILLION DOLLAR STARTUPS

Industry Challenges

Low win rates due to fragmented markets and niche targeting

> Increased competition due to market saturation

> Difficulties identifying customers with complex technical details

> "farmers" Vs "hunters" sales mindset

Our World-Class Data + Gen AI Tech Results in **Deep Data Coverage in Manufacturing**

Best-in-Class Manufacturing Data

AI / Gen AI Technology

Deep Data Signals

Where are your Targets

Who is the right buyer

When to Pursue (Ramping up production)

Best-in-Class Manufacturing Data

Diving deeper into diverse data sources to give you a new perspective of your prospects

Where are your Targets

Firmographics

Website Data
UCC Filing
Shipping information

Who are the right buyer

Contact Data

Professional profiles
Skill & Past experience
Job Posting

When to Pursue

Ramping up Production

News
Construction connect
Social Media

Data Sample

Firmographics

Business name
Tooling tech group

Business website
toolingtechgroup.com

Number of employee
501-1000

Revenue
75M-200M

Change in company size
4% growth in company size

Tier
2

Services and Capabilities

- CNC Machining
- Manufacturing Services
- Metalworking
- Plastics & Molding
- Engineering & Design
- Quality Assurance & Inspection
- Assembly & Kitting
- Fabrication
- Quality Standards & Certification
- Medical Devices manufacturing

Equipment

- Makino A15NX
- Kitamura 3XD
- Viper VMC1600
- 5-axis Vertical Mill
- CNC Vertical Machining Centers
- CNC Horizontal Boring Mill
- CNC Bridge Mill
- Okuma CNC Horizontal
- Machining Center

Ramping up production

Tooling Tech Group (TTG) is expanding by achieving ITAR-compliance, using custom CNC for precision machining, acquiring Cameron Tool Corp. for capacity, and hiring for roles like Tooling Designer, CNC Utility, and Maintenance Mechanic to enhance tooling and machinery.

TOOLING**TECH**GROUP

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Data Sample

MAR COR
evoqua

Firmographics

Business name
Mar Cor Purification

Business website
mcpur.com

Number of employee
201-500

Revenue
25M-75M

Change in company size
2% growth in company size

Tier
1

Services and Capabilities

- Medical Water Purification
- Commercial Water Filtration
- Industrial Water Filtration
- Services For Dialysis
- Disinfection Products
- Water System Disinfection
- Hollow Fiber Filtration
- Equipment Installation Service
- Preventative Maintenance
- Deionization Dialysis Water Training

Equipment

- Reverse Osmosis Systems (RO)
- Deionization Systems (DI)
- Pretreatment Systems
- Central Dialysis Water Systems
- Portable Dialysis Water Systems
- Bicarbonate Mixing Systems
- High Purity Water Systems
- Heat Disinfection Technology
- Bicarbonate and Acid Concentrate
- Mixing/Distribution Systems
- Media Filtration Systems
- Ultrafiltration Systems

Ramping up production

Based on recent news, Mar Cor Purification has shown signs of expansion and growth. This is indicated by the company's recent announcement of releasing a new, more advanced portable reverse osmosis water system as highlighted in Business Wire. Additionally, this new product signifies that the company is probably moving forward with technological advancements, which often comes hand in hand with upgrading their machinery.

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Hear directly from our customers

"We have **saved sales reps spend and thousands of hours** on tasks like - selecting accounts, identifying contacts, and populating the CRM"

"Relying solely on existing relationships, trade shows, and conferences to uncover high-value leads has cost me **thousands and spent time that could have been better invested elsewhere.**"

Member IMC Group
ISCAR

PPG

'm | marcone

Hear directly from our customers

"Our work with Explorium resulted in **10,000 new leads, boosting conversions by 18% and generating millions** in potential business."

"Together, we found opportunities especially hard-to-find **small to medium businesses, and accounts** that have the highest potential to convert and close."

Member IMC Group

Steel Case Study

How we helped a multinational Steel Manufacturer 3X its new business

Background:

- A multinational Steel manufacturer, initially found success in the "farming" approach, maximizing revenue through upselling to current customers.
- As the returns from this approach began to diminish, the importance to venture into new business territories was clear.

Action:

- To pivot efficiently, the company collaborated with us to identify and validate new businesses
- Leveraging advanced algorithms and industry data, Explorium was able to identify untapped sectors and potential clients aligned with the company's Tech offering.

Our approach:

We helped our customer find the right list of prospects that had the highest conversion rate.

What we did:

1. Outline products and services produced by the prospects to ensure these are the right targets
2. Identify tools and equipment they used and have purchased so we know if they are prime for a conversation
3. Check for any announcements and news that will have a direct impact on growth

Outcomes:

- Creating a successful "hunting strategy" for sales that was equipped with high ROI prospects

- 3X pipeline

CNC Case Study

How Explorium helped a Large [CNC Manufacturer](#) with Market Sizing

Use Case:
Our customer needed to go deep to get a credible size for its market outreach

Customer's Complex Need:
Identify companies that manufacture products specifically with servo motors

Challenge:
Motors vary significantly, making it challenging to figure who requires servo motors

ExplorAI: Taking the Explorium Approach

Search beyond the basic categories by exploring other industries

- Robotics, pharmaceutics, food services and in-line manufacturing

Go deeper with data by finding affiliated companies

- I/O PLC, drives & motors providers
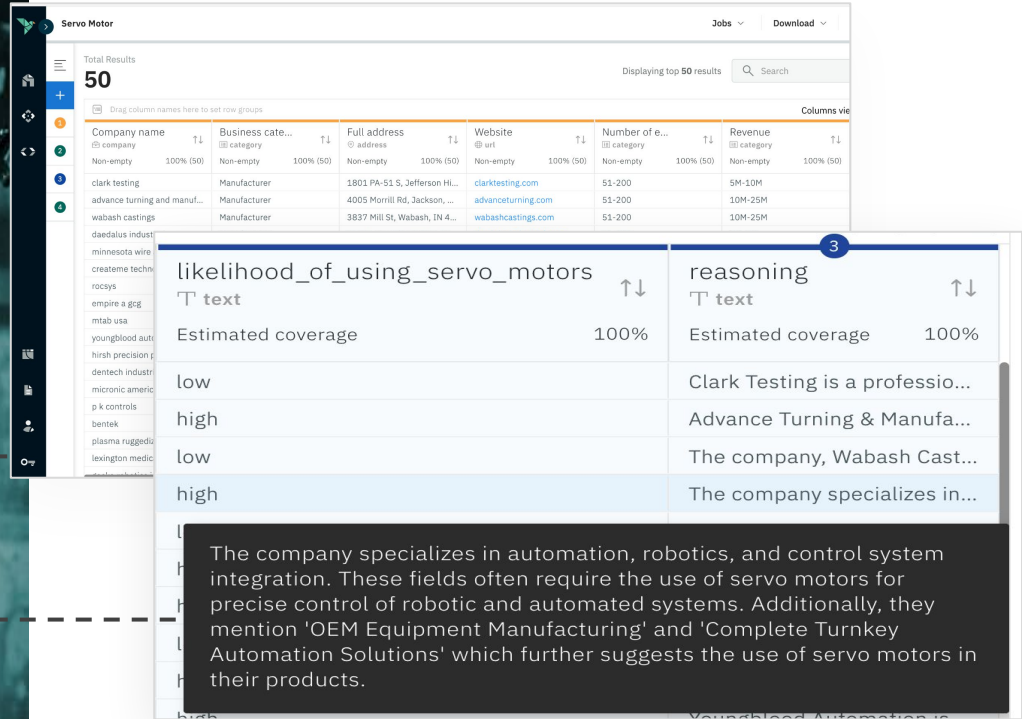
Eliminate Distractors by pinpointing the right accounts and contacts

- Expertly extracted servo motors buyers from other DC and stepper motors

- Identify individuals or entities prepared to make a purchase

- Swiftly distinguished between the buyer and the user with precision

Explorium efficiently process and cross-correlate data, unveiling hidden patterns, trends, and opportunities

ExplorAI goes a step further by generating proprietary signals and the rationale

Thank You

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