

Better business outcomes need better data.

A full suite of data tools and APIs — powered by the industry's leading B2B2C identity graph. Clean, enrich, and activate your data to drive real marketing results.

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2T+ Insight attributes	275M North American consumers	20M+ Business entities	520% Match rate improvement
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DATA HYGIENE

<p>Data prep API UI</p> <p>Cleanse and standardize CSV files at scale with automated formatting and correction tools.</p> <p>Input: any CSV → configurable clean file</p>	<p>Dedupe API UI</p> <p>Identify and remove duplicate records using key field comparison for better data accuracy.</p> <p>Input: any CSV → configurable clean file</p>	<p>Email validation API MCP UI</p> <p>Validate email deliverability and safety before sending — keep your lists clean and compliant.</p> <p>Input: any CSV → file + validation status</p>
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B2B DATA TOOLS

<p>Business online audience append API UI</p> <p>Append hashed contact data to boost match rates on social and programmatic ad platforms.</p> <p>Input: first/last name + business email</p>	<p>Persona-based list MCP UI</p> <p>Build targeted prospect lists using ICP filters to power digital marketing campaigns.</p> <p>Input: product UI filters</p>	<p>Look-alike list UI</p> <p>Generate lists of similar companies and contacts using firmographic AI modeling.</p> <p>Input: business domains or emails</p>
<p>ABM list UI</p> <p>Create account-based marketing contact lists linked to specific domains using firmographic filters.</p> <p>Input: domains + emails + firmographic filters</p>	<p>Firmographic append API MCP UI</p> <p>Add industry, company size, and revenue data based on email, domain, or business name.</p> <p>Input: email, domain, or business name</p>	<p>C2B append API MCP UI</p> <p>Uncover business identity and firmographics from consumer emails — ideal for CRM enrichment.</p> <p>Input: consumer email (e.g. Gmail)</p>
<p>IP to business domain API MCP UI</p> <p>Identify businesses visiting your website by IP and access firmographic and contact data for outreach.</p> <p>Input: IP address</p>		

B2C DATA TOOLS

<p>Contact append API MCP UI</p> <p>Enhance records by appending missing consumer contact points — email, phone, or address.</p> <p>Input: consumer email, name, address, or phone</p>	<p>Demographic append API MCP UI</p> <p>Append age, gender, income, interests, and political/donor data for richer segmentation.</p> <p>Input: name + address, phone, or email</p>	<p>Consumer audience builder MCP UI</p> <p>Generate custom consumer prospect lists using demographic and geographic filters.</p> <p>Input: demographic filter selections</p>
<p>Consumer online audience append API UI</p> <p>Build high-reach digital audiences by appending matchable consumer data for major ad platforms.</p> <p>Input: consumer name + address, email, or phone</p>		

WHY VERSIUM REACH

<p> Industry-leading identity graph</p> <p>The largest B2B2C identity graph, connecting consumer and business data at scale.</p>	<p> AI accessible</p> <p>Most tools available via API and select tools via MCP — easy to integrate into any workflow.</p>	<p> Privacy-compliant</p> <p>Nationwide state privacy law-compliant and registered data broker — built for today's evolving, privacy-first marketing landscape.</p>	<p> B2B and B2C in one platform</p> <p>Purpose-built tools for both sides of the customer journey — no need to stitch together vendors.</p>
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Ready to get started?

Talk to our team about the right tools for your use case · versium.com · sales@versium.com

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