



TAMI

Total Addressable Market Intel



Formerly known as SalesOptimize

About TAMI

TAMI stands for **Total Address Market Intel**. TAMI monitoring the internet and consider us the **Google for Business**. Our patent technology gives B2B companies a complete and accurate picture of their market. TAMI helps companies launch into new markets, new territories or new industry segments. With TAMI you can expand your business worldwide as TAMI will analyze the size of your market opportunities in different countries.

Using TAMI's Market Intelligence platform, companies can download a list of the leads that qualify directly into their CRM or market automation platform. This is the reason why so many Fortune 500 companies & SME companies work with us.

The logo for adyen, featuring the word "adyen" in a bold, green, lowercase sans-serif font.The logo for indeed, featuring the word "indeed" in a blue, lowercase sans-serif font with a blue arc above the "i".The logo for DHL, featuring the letters "DHL" in a bold, red, italicized sans-serif font with horizontal lines on either side, set against a yellow background.The logo for stamps.com endicia, featuring the word "stamps" in blue and ".com" in small blue text above it, and the word "endicia" in orange below it.The logo for ecommpay, featuring a blue checkmark icon to the left of the word "ecommpay" in a blue, italicized sans-serif font.The logo for Hermes, featuring a stylized blue winged figure icon to the left of the word "Hermes" in a bold, italicized black serif font.The logo for UPS, featuring the letters "ups" in a bold, yellow, lowercase sans-serif font inside a brown shield shape with a yellow border.The logo for AIR MARKETING, featuring the letters "AIR" in a bold, blue, uppercase sans-serif font inside a blue speech bubble shape, with the word "MARKETING" in smaller blue uppercase letters below it.The logo for ASENDIA, featuring the word "ASENDIA" in a bold, black, uppercase sans-serif font on a yellow background, with the text "BY LA POSTE & SWISS POST" in smaller black uppercase letters below it.The logo for Reputation, featuring a stylized blue and green icon to the left of the word "Reputation" in a blue, serif font.

Our Range of Services



Our Data Sources



118M
Wikipedia pages



**UK Company House
& Credit Safe**
financial data



Integration
with **EU Vies**



**Amazon Alexa
& Amazon Seller**
data for Europe



Social Media
likes & followers



The Internet



Google & Bing



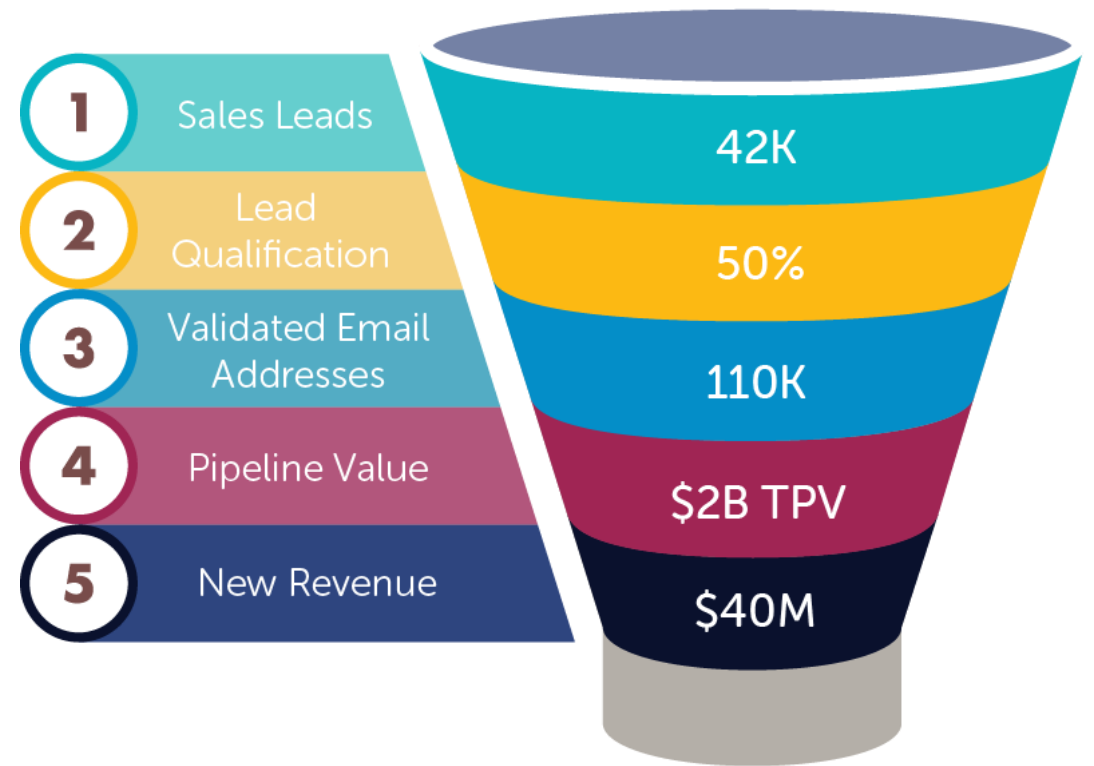
**Meta Search
Engines**

Braintree Case Study - Business Case

We helped Braintree to generate more than \$40M revenue within the first year of using our services

Braintree purchased 42K leads from T.A.M.I, with 110K validated contacts

The lead qualification rate was 50%, only because Braintree did not provide us a list of their existing customers to dedupe against.





Ken Aitken
CEO - SmartFreight

“We have been utilising Liz and her team at TAMI now for just over a year to assist us generate appointments for our European sales team with excellent results. We found it very frustrating buying databases from marketing companies that later turnout out to be appallingly out of date or worse not the target markets we were seeking, with little or no recourse to a refund. The TAMI platform is unique in that it allows you to view the data before you buy at individual record level so you can ensure it is good fit for your product or service. The data is always accurate and up to date and their support team goes out of their way to enhance the platform and assist our staff maximise their time and ROI. So much so we have recently expanded our relationship with TAMI to now assist our marketing activities in Australia, New and Zealand and South Africa. I am very much interested in seeing their Unified Marketing Platform as we are using different marketing solutions in each of our subsidiaries and country offices and these are difficult to integrate into Salesforce.

I cannot recommend TAMI highly enough.”

Market Intelligence Platform

TAMI constantly scans the internet and has identified over **109M business online** in **190 countries**. TAMI provides rich & accurate business insights and well as up to date contact information. Many of these insights are not available by other data vendors. All websites are monitored and refreshed monthly



Company Overview

Legal Name	Company Number	Brand Names
Company Email	Company Phone Number	Merchant Type
Industry	Sub-Industry	LinkedIn Industry
Facebook Industry	Business Location	Number of Employees



Financial Overview

Incorporated Date	Company Type	Company Status
SIC Codes	Year Founded	Net Assets
Total Assets	Group Turnover	Debt To Capital
Accounts Ending	Post Tax Profit	



Website Overview

Lead Status	URL	Website Description
Estimated Online Sales	Age Of Website	Is Ecommerce
Has International Domains	Social Media Links	SimilarWeb



Competitor Overview

Shipping Companies	Shipping Page Link	Payment Methods
Payment Providers	Finance Provider	Currency Codes/Symbols
Website Technology	Email Hosting Provider	Marketing Analytics

Facebook Likes



Twitter Following



Instagram Following



Alexa Ranking



Youtube Views



Technology Detection

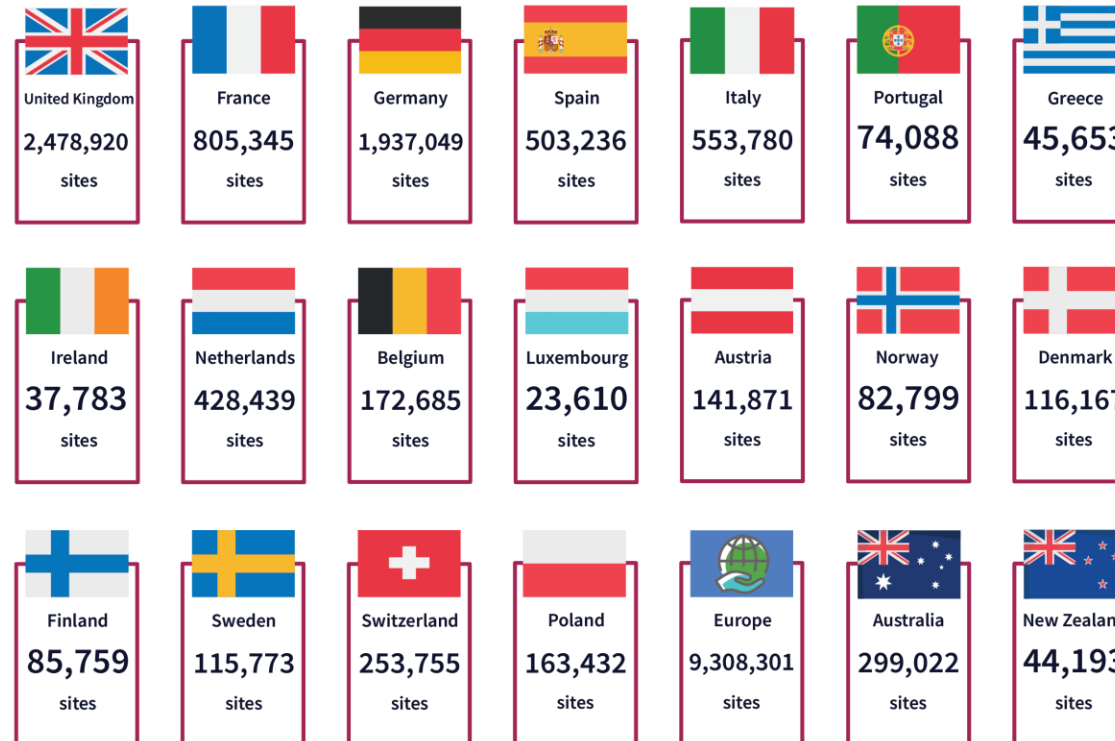
TAMI's technology detection is more accurate than any other data provider. Let's compare to SimilarTech who detected 314K websites built on Wix however TAMI detected 1.8M. In this case TAMI is 6X better

Did you know that **30% of all eCommerce websites** are built using bespoke technology? As TAMI technology is patent using other data vendors you will miss out on 30% of your market opportunity



CUSTOMIZED PLATFORM

Market Coverage



Data Privacy

- Confusion exists around GDPR, as companies believe they can no longer engage in email marketing campaigns with clients & prospects unless they have previously opted in to receive such forms of communication. However, the GDPR is concerned with the privacy of individuals, e.g. joebloggs@gmail.com. In other words, the GDPR affects businesses intending to market within a B2C capacity. In terms of B2B marketing, companies are governed by a different legislation which sits alongside the GDPR, known as PECR (Privacy, Electronic Communications Regulation).
- The PECR stipulates that, in the case of businesses sending electronic marketing messages to other businesses: “These rules on consent, i.e. opt-in don’t apply when sent to corporate subscribers e.g. companies, limited liability partnerships and government bodies. Also, employees with personal corporate email addresses (e.g. [name@company.co.uk](#)) have a right under sec: 11 of the DPA to stop any marketing messages being sent to that email address” – [source](#).
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- Therefore, companies **ARE** permitted to send electronic messages to individuals in a B2B capacity where the recipient has not opted in, provided that they are given the opportunity to opt out of any further communications. In the case of telephone calls to other businesses for marketing purposes, the caller should ensure that the company has not previously opted out from the Corporate Telephone Preference Service (CTPS).

GDPR Continued

The Direct Marketing Impact

The following diagram shows the difference between GDPR & PECR legislation in terms of opt-in/opt-out

Sole Traders are classed as 'individuals' - in many cases, they are a one-person business and often use personal email addresses such as name@gmail.com and a private mobile phone number. This means that they fall into a 'grey area' of the legislation, so it is safer to assume that these types of businesses should qualify under GDPR instead of PECR legislation and they should not be used for mass electronic marketing, unless they already are a customer of your business or have opted in to receive messages from you.

GDPR
OPT-IN
CONSENT



PECR
OPT-OUT
UNSUBSCRIBE

Thank You