How KickFire's Data Stacks Up

Terminus was in the market to find the leader in IP address intelligence as a strategic partner. For their evaluation process, they analyzed four data vendors and tested based on the following criteria: data quality and accuracy, match rates, API volume and response times, viable business partner. Here's how the data stacked up:

Evaluation Criteria	KickFire	Others
Internet Service Provider (ISP) Recognition	●	●
Identification of Companies within an ISP Block	◔	◔
IP Address Match Rate	◔	◑
Quality of Company Data	●	◐
Data Refresh Rates	●	◑
Small and Mid-Size Business (SMB) Match Rate	◔	◔
Mid-Market Business Match Rate	●	◑
Enterprise Business Match Rate	●	●
API Speed, Response, and Dedicated Network Performance	●	◐

Even using their own IP address as a ground truth, KickFire was the only provider to identify Terminus as a company, not an ISP.

Criteria Test Results	
1 Name: Cogent Communications; Domain: isISP: True, Cogent Communications	**2** **KickFire** Name: **Terminus Software, Inc.** Domain: **terminus.com** isISP: **False**
3 Name: Terminus Software Inc. Domain: cogentco.com isISP: True, Data Center	**4** Name: psinet inc. Domain: isISP: True, cogent communciations

Overall, KickFire was the clear leader in data quality and refresh rates, company identification, IP address match rate, and API performance. **Give KickFire's data a shot!**

Terminus
Account-Based Marketing