

# DataFox API Endpoints

Firmographic Data | Company Signals | Conference Participation

## Company Firmographic Data

Having a full and accurate picture of the companies and ideal targets in your CRM or internal database is critical to identifying business opportunities. The process is challenging because company data can be difficult to find — and once found, maintaining that same data on hundreds or thousands of companies is simply untenable.

The DataFox API for company firmographic formation will effortlessly enrich and continuously maintain more than 35 critical company data points across your CRM or internal database. Fields include:

Headcount	Location	Sector or keyword	Total funding
Revenue	Description	Investors	Last funding date

## Company Signals

Knowing when a company is mentioned in the news or has a specific type of event is incredibly valuable to businesses. This information can be used to monitor growth, identify needs such as funding, create compelling reasons to reach out, and much more.

Fully customizable by type of signals and the companies they are about, the DataFox API for Company Signals allows you to deliver those insights directly into your CRM or internal database, where they're immediately actionable. Today DataFox offers over 65 customizable signal types.

## Conference Participant Information

Never miss a chance to connect or engage with high-value companies. The DataFox API for conference participant information will alert you when target companies are attending, sponsoring, or speaking at upcoming events.

### Why DataFox APIs?

- Seamlessly integrated data into your CRM or database
- Easy setup and ongoing maintenance
- Proprietary data points that no other company can provide
- Automatic data updates from DataFox that ensures CRM or database accuracy
- Experienced team implementing API across a variety of firms and internal systems
- Technical resources for ongoing troubleshooting and enablement
- Documentation and advance notifications on all API update releases and improvements
- Web application access for API configuration and full platform functionality



*With the DataFox API we get company buying signals delivered in real-time. These insights enable our reps to reach out long before the competition does.*

– **Daniel Weitzenfeld**  
VP of Data, Managed by Q



## API Differentiation

With a robust and flexible API we're able to support every customer to ensure DataFox data integrates seamlessly into your systems and workflows.

## Documentation & Support

- Dedicated engineer for initial scoping and setup
- Technical resources for ongoing troubleshooting and enablement
- Documentation and advance notifications on all API update releases and improvements
- Web application access for API configuration and full platform functionality

## Technical Information

- RESTful API with responses returned in JSON
- API traffic over HTTPS so it's encrypted and secure
- Default rate limit set at 3 calls/second (increases available) to ensure service quality
- Standard OAuth 2.0 flow to authorize and authenticate API clients and users
- Programming language agnostic

```
1 {
2   company: {
3     name: "Uber",
4     datafox_score: 1163, // As of Jan 2016
5     url: "www.uber.com/",
6     founded_year: 2009,
7
8     logo_url: "/datafox-data.com/logos/3980-144536321",
9     stage: "Late Stage",
10    status: "Private",
11    location: "San Francisco, CA",
12    // @TODO: Add Food Delivery
13    top_keywords: [
14      "ride sharing",
15      "limousines",
16      "automotive",
17      "limousines"
18    ],
19
20    revenue_estimate: 8465000000, // As of Dec 2015
21    number_of_employees: 5257,
22    total_funding: 11890000000,
23    short_description: "Uber connects riders with safe, reli
24                      of price-points in cities around the v
25  }
26 }
```

