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Unique Data. Expert Analysis. Innovative Solutions. One Platform.

Guide to GlobalData Explorer

H1 2023

GlobalData Explorer for Key Prospecting Workflows

Dive Deeper into Business Activity of Global firms

Company Screener and **In-Depth Profiles**

+

Sector Analysis: Identify the Fastest Growing Sectors and the Top Companies / Brands in the sector

Product Launch Analytics: Identify Brands Launching Specific types of Products in Specific Markets

Job Analytics: Spot Companies Hiring for Roles in specific functions, sectors, locations and more!

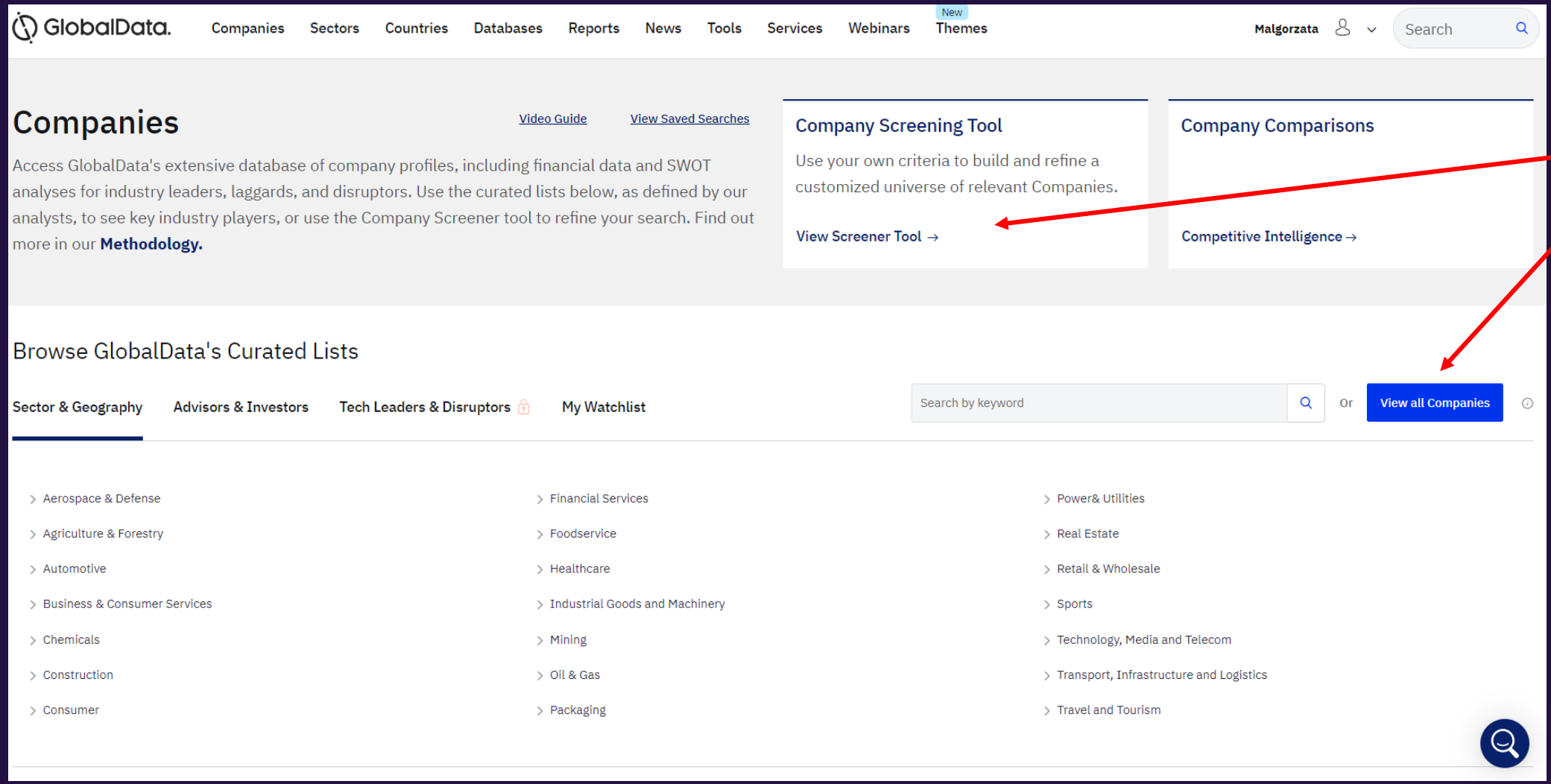
Social Media Analytics: Identify the most Up-trending Companies & Brands on Social media

Deals: Zero-in on companies that have raised financing and / or looking for dealmaking opportunities

News: Identify your Target based on various events such as Negative / Positive Product Incidents etc.

Global Ads: Track and Identify Companies and their Advertisements across various channels

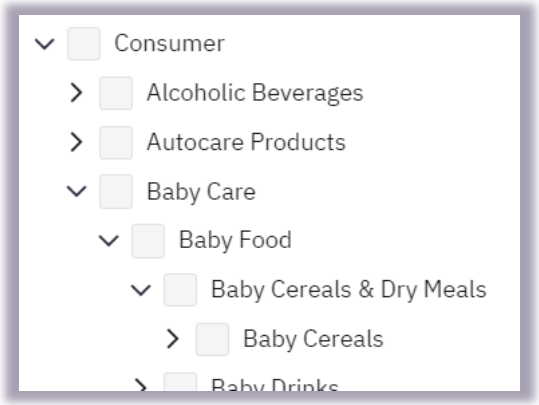
Company Screener + Profiles Database

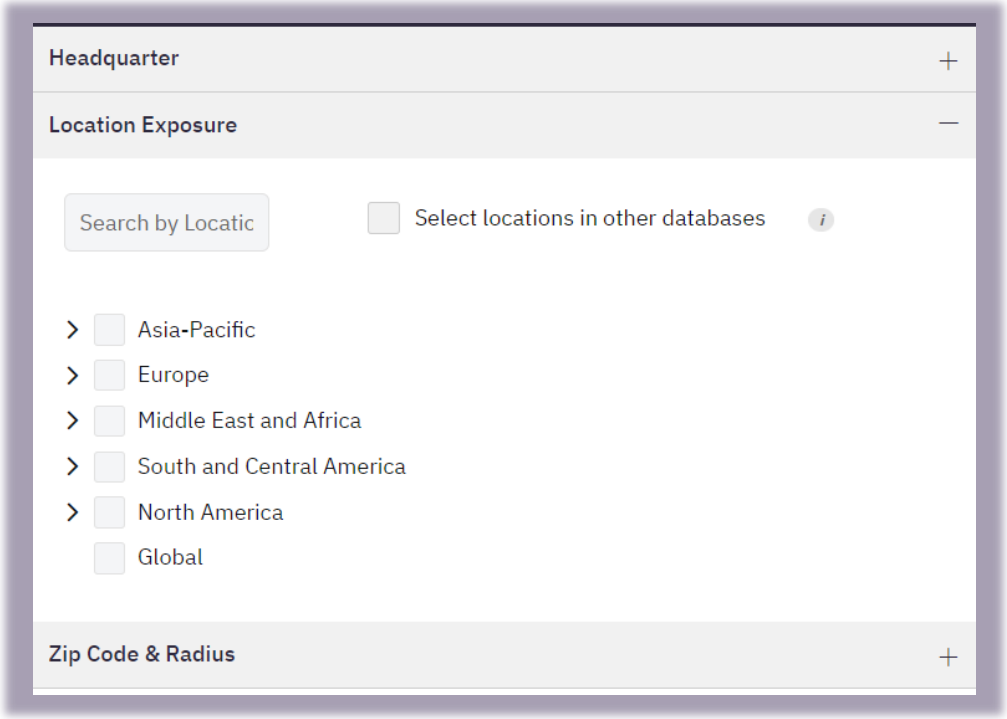


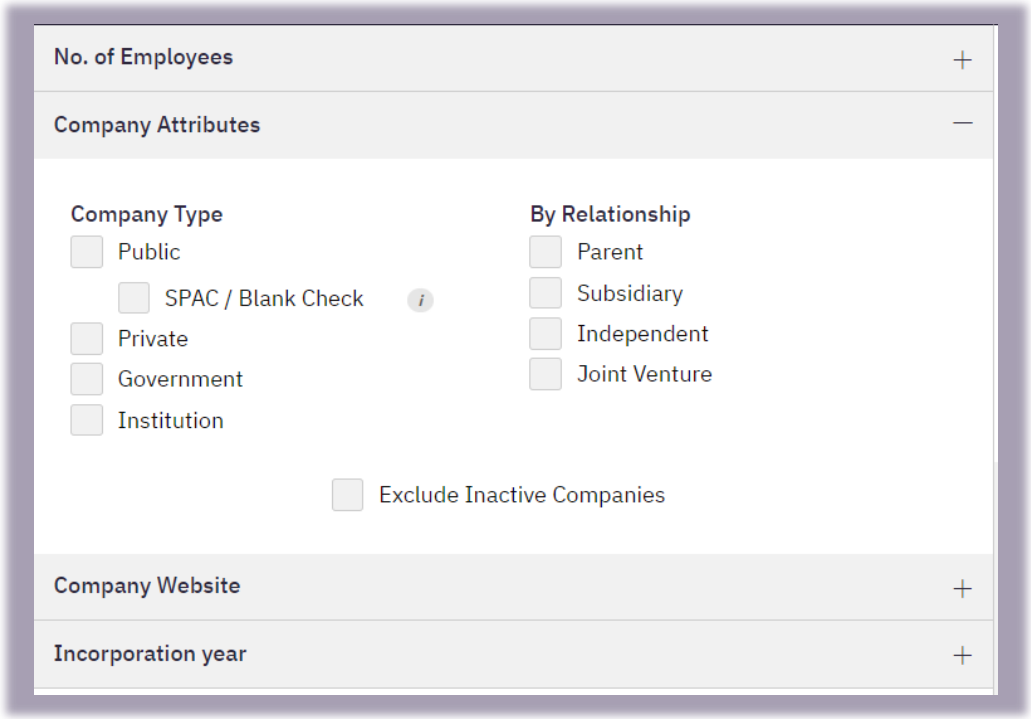
Click on View screener tool OR View all Companies

Company Screener: Narrow Down to your Target List

Company Screener Enables Addition of a Wide Range of Criteria to Narrow Down the List to Most Relevant Companies



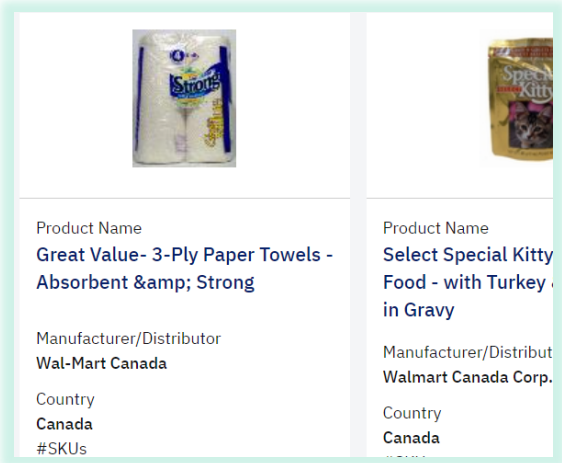


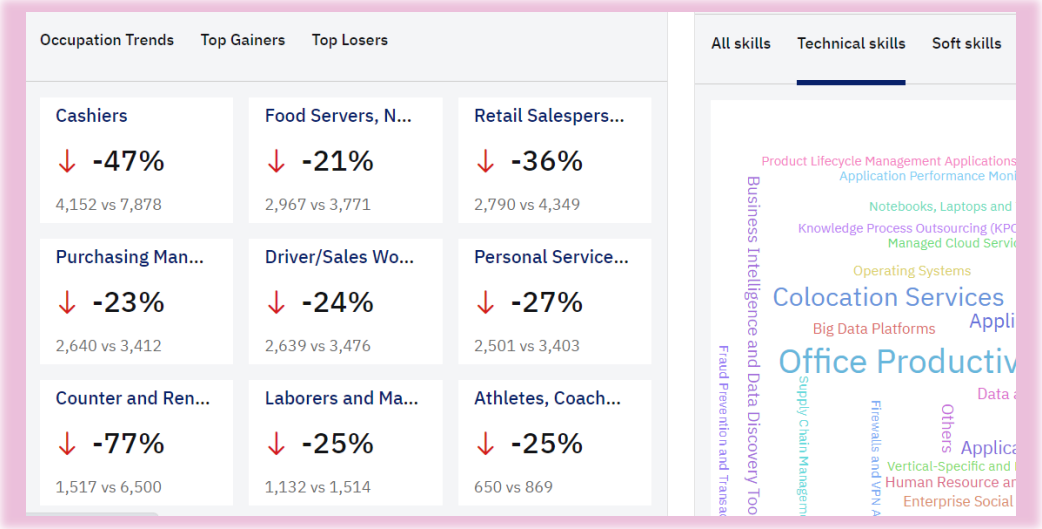


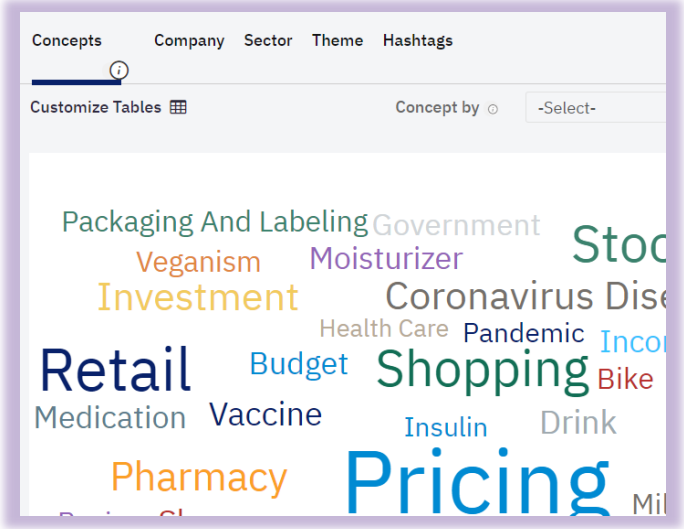
Beyond Descriptive Profiles: Understand Company's Current Activity

Understand Their Business, Then See What They're Doing (Hiring, Advertising, Launching And More!)

- Overview
- Profile
- Financials
- Filing Analytics
- News
- Peers
- Research Reports
- Deals
- SWOT Analysis
- Product Innovation (PLA)
- Global Ads
- Themes Impacting
- Social Media Analytics
- Job Analytics
- Signals
- Industries
- Locations







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Lets Dive Deeper….

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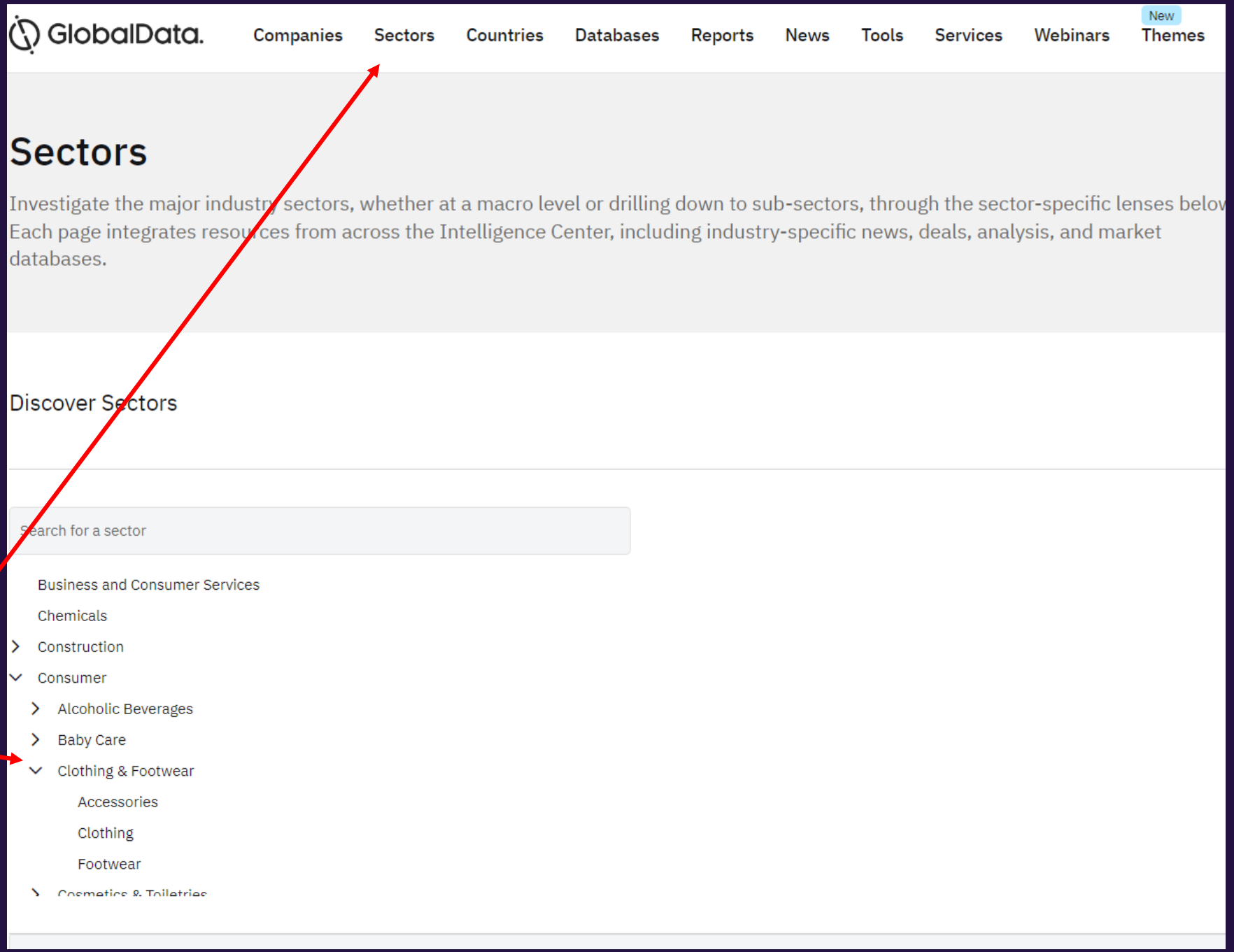
Sector Analysis

Go to Sectors tab to choose the relevant sub-sector. For example, Consumer – Clothing & Footwear



Sector Analysis: Answering Key Questions

Some Key Questions Answered by the Market Analyzer and >10k Sector Reports

2

I need to identify the ***Top Companies and Brands*** in this Market

3

I'm looking for Markets where Women or People Aged 16-24 are the ***Primary Consumers***

1

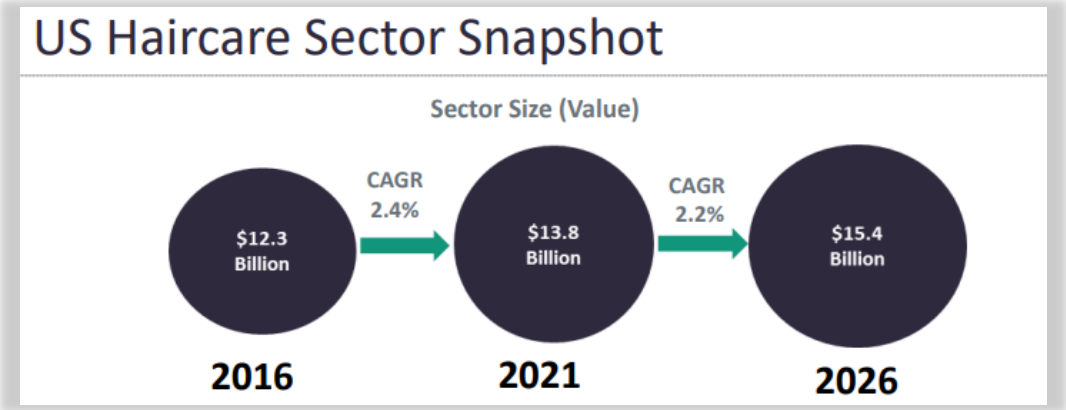
Which are the ***Hottest Growing Segments*** in the US Haircare Market?

4

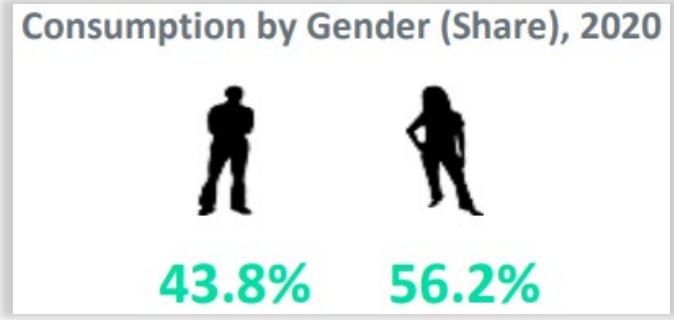
Which Industry will be the next ***Target***? (Comparable Sizes and Growth Rates for a wide range of Industries)

Sector Analysis: Sample Snapshots (US Haircare Report Published 2022)

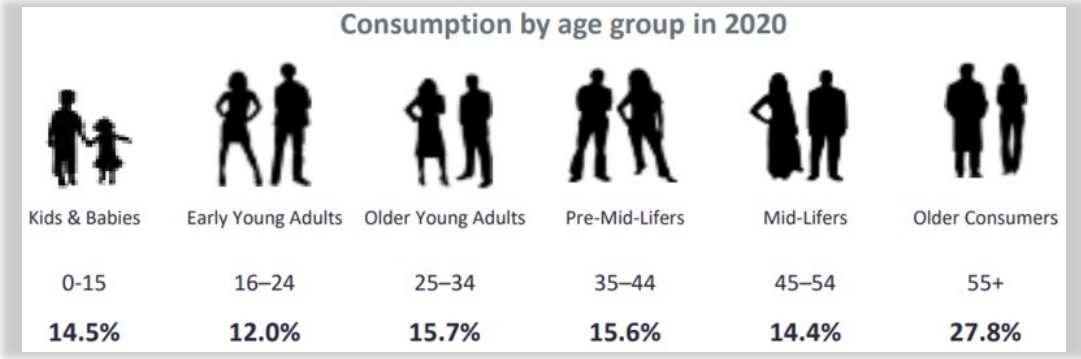
Go Beyond Market Sizing and Understand Your Target Markets In-Depth



Fastest growing segments	Market size (in $ Million) 2021	CAGR (2021–2026)
Salon hair care	2,483.7	4.4%
Hair loss treatments	160.0	2.342%
Traditional conditioner	1,770.7	2.336%



Perms & Relaxers		
Company	**Brand**	**Value share, 2021**
L'Oreal S.A.	Softsheen - Carson	9.2%
Luster Products Inc.	Pink	3.8%
ORS	ORS	2.7%
The Estee Lauder Companies Inc.	Aveda	1.0%



Note: Sample Presented is a Consumer Sector – different sectors will have varying sections (E.g.. Construction report may contain a review of ongoing projects etc.)

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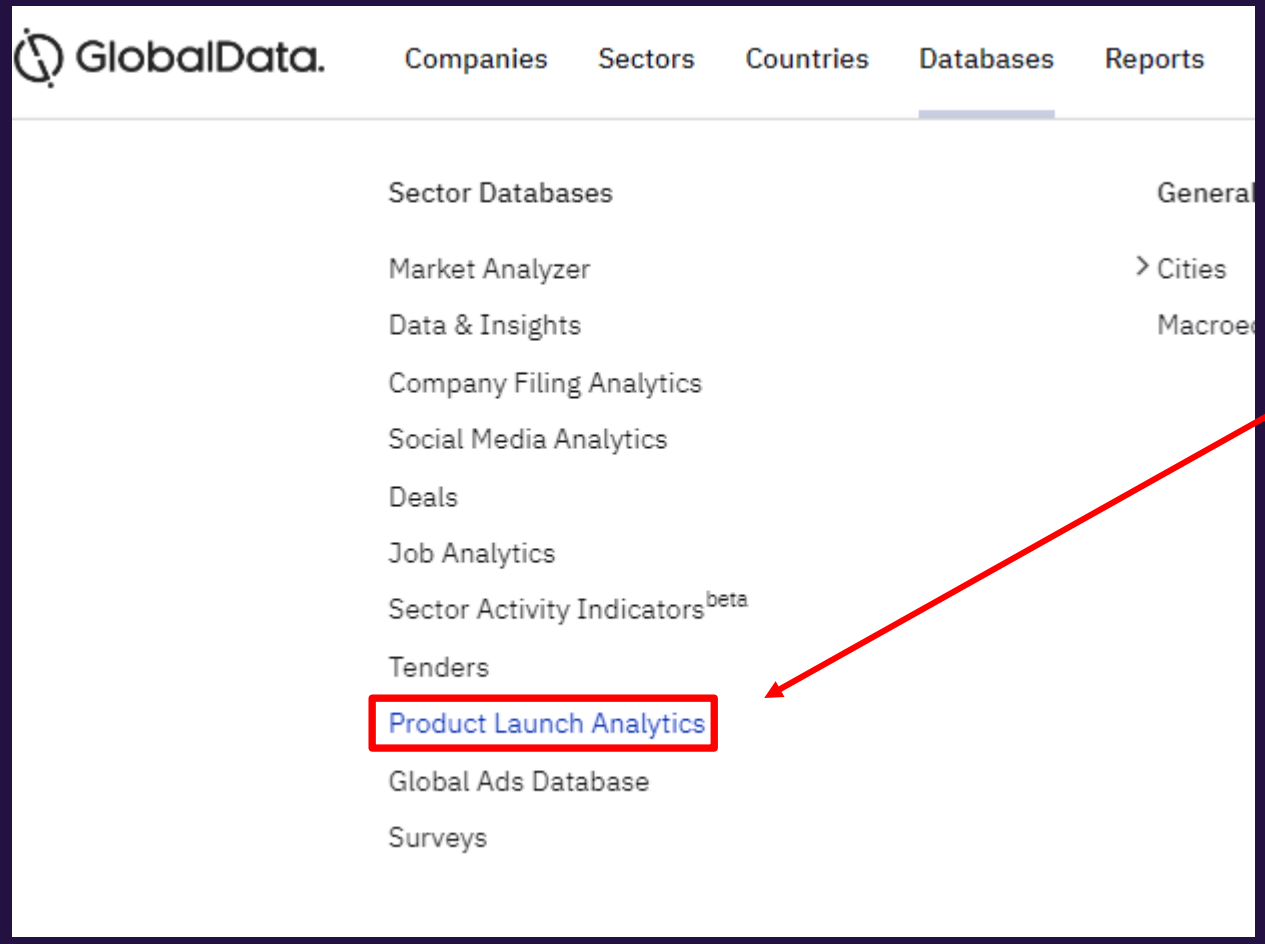
Product Launch Analytics



Hover over 'Databases' tab at the top to access PLA (Product Launch Analytics)

Product Launches: Understand the Product Strategy

Identify and Track Innovative FMCG Product Launches Across the Globe by Various Companies and Brands

2

Which ***Companies*** are Aggressively Launching innovative Products?

3

I need to ***Identify Brands*** innovating the most in the US Skincare Market

1

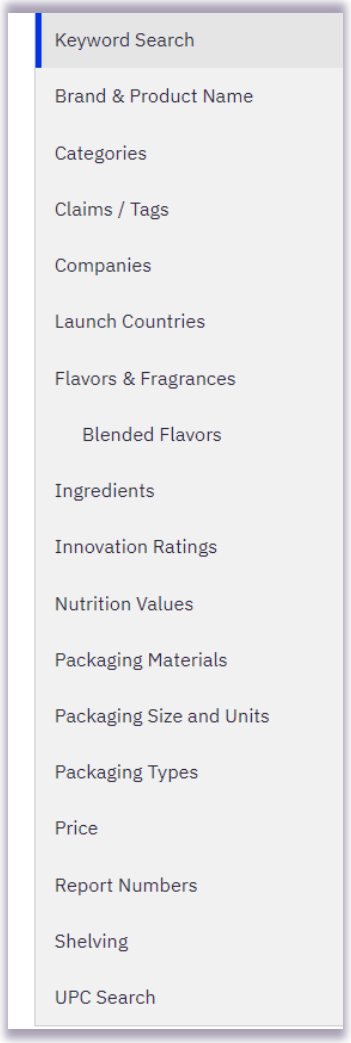
Which ***Categories*** of products is the company Betting on?

4

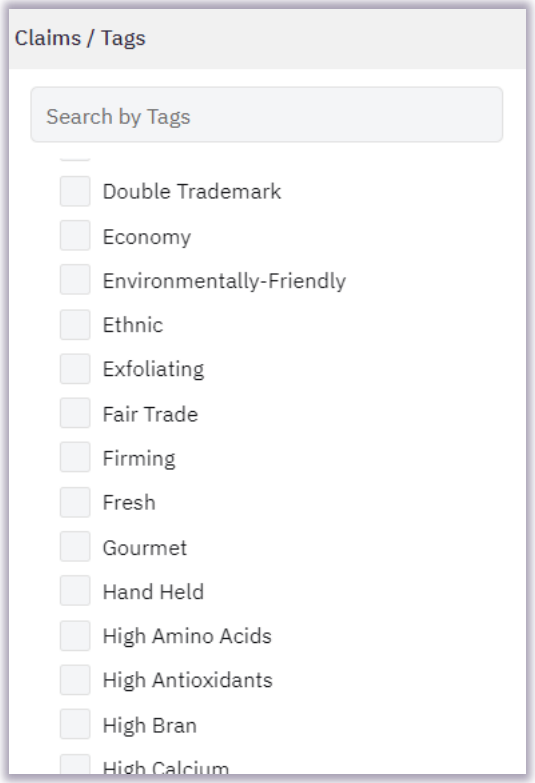
Which Brands fit my Specific Criteria (Ingredients, Nutrition etc.)

PLA: Platform View

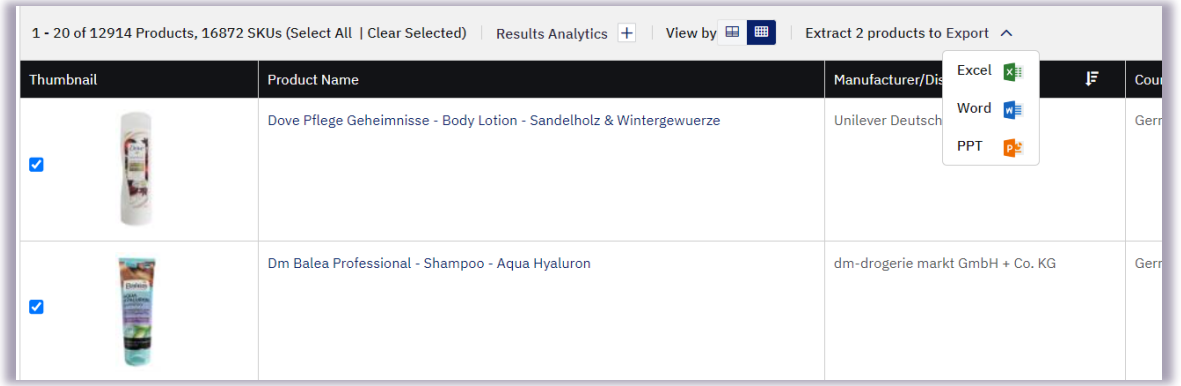
Identify Companies Launching Specific Types of Products (OR) Identify the Product Launch Activity of your Prospects



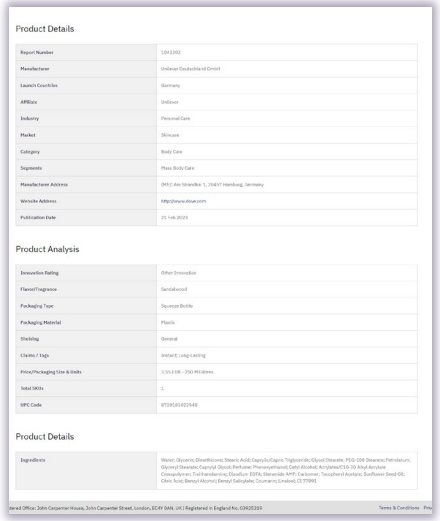
Filter Activity using a wide range of Criteria…



… including Claims Made



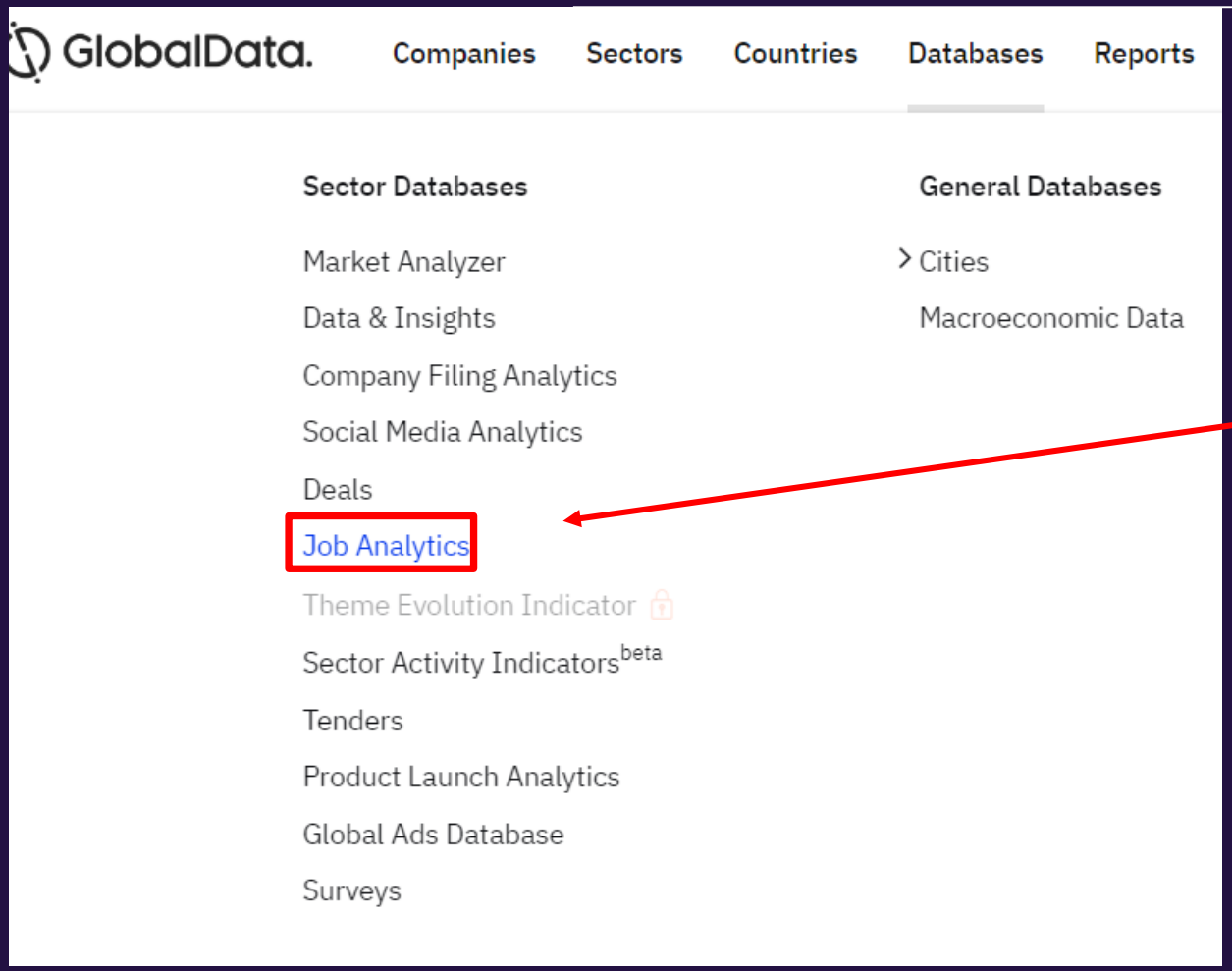
View Launches or Export Data in Various formats



View Detailed Profile of Each Product Launch

Note: This specific database is for innovative FMCG product launches

Job Analytics



Hover over 'Databases' tab at the top to access Job Analytics

Job Analytics: Uncover the Current Bets Being Placed by Tracking Hiring Activity

Identify Most Active Recruiters and See What they're Looking For

2

Which ***Companies*** have Increased Hiring in the US Automotive Industry?

3

Who is Looking to Increase Commercial Footprint?
(Hiring in Sales / specific role)

1

Which **Markets** is my Target Company Betting On?
(hiring activity)

4

Which Luxury Brand Companies are stepping up Marketing Efforts
(Combine sector + role filters)

Job Analytics: Platform View

Track Companies that are Hiring in Various Sectors, Skills, Roles and More!

Search type	Make Selections
Job Date Range	Job Title
Keyword Search	Occupation
Company	Seniority Level
Location	Employment Type
Themes	Skills
Job Attributes	Experience(Years)
	Education Type
	Education Stream
	Education Qualification
	Salary

Filter Activity using various Criteria

Top Gainers View all →

Company	Active Jobs	Trend	%Change
CIMB Group Holdings Bhd	3,130		▲ 9,385%
Bertrandt AG	2,921		▲ 5,985%
The Cheesecake Factory Inc	1,730		▲ 5,306%
Artemis S.A.	885		▲ 5,106%
Puma SE	885		▲ 5,106%

Identify top recruiters for any combination of sector / company / role / other refinements

1-25 of 10,833,754 Results | Chart View | Sort by | Customize Tables | Export

Analyze by

Excel

Customise Tables

- [x] Posted
- [ ] Closed
- [x] Title
- [x] Company
- [x] City
- [x] Country
- [x] Seniority
- [x] Soft Skills
- [x] Technical Skills
- [x] Education Stream
- [x] Occupation
- [x] Sector
- [x] Min Salary(USD)
- [x] Max Salary(USD)
- [x] Salary(LCU)
- [x] Min Salary(LCU)
- [x] Max Salary(LCU)

Customize Columns and Export Individual Job Data to Excel!

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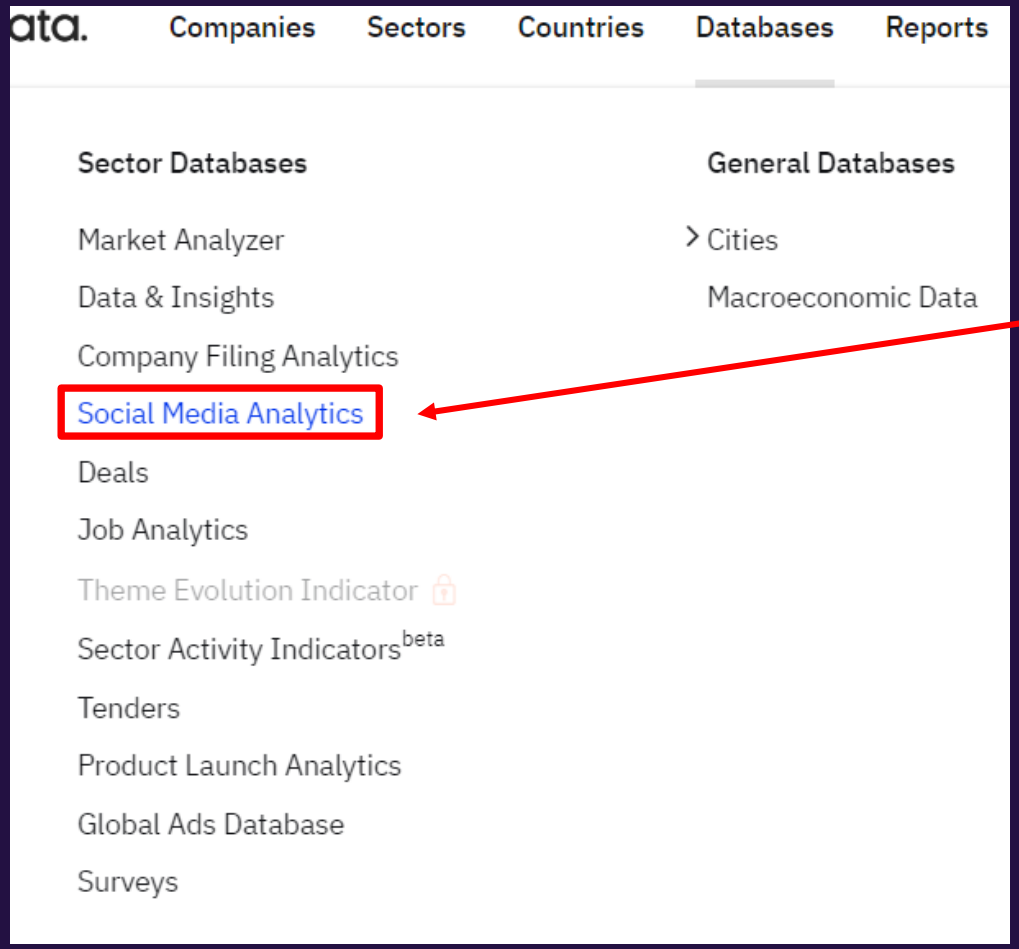
Social Media Analytics



Hover over 'Databases' tab at the top to access Social Media Analytics

Social Media Analytics: Identify and Evaluate Trending Companies on Social Platforms

Analyse Social media Activity at Aggregate and Granular levels

2

Which Auto **Companies** is the Social Media increasingly Discussing?

3

Which Companies are Discussed more, when it comes to OLED **concept**?

1

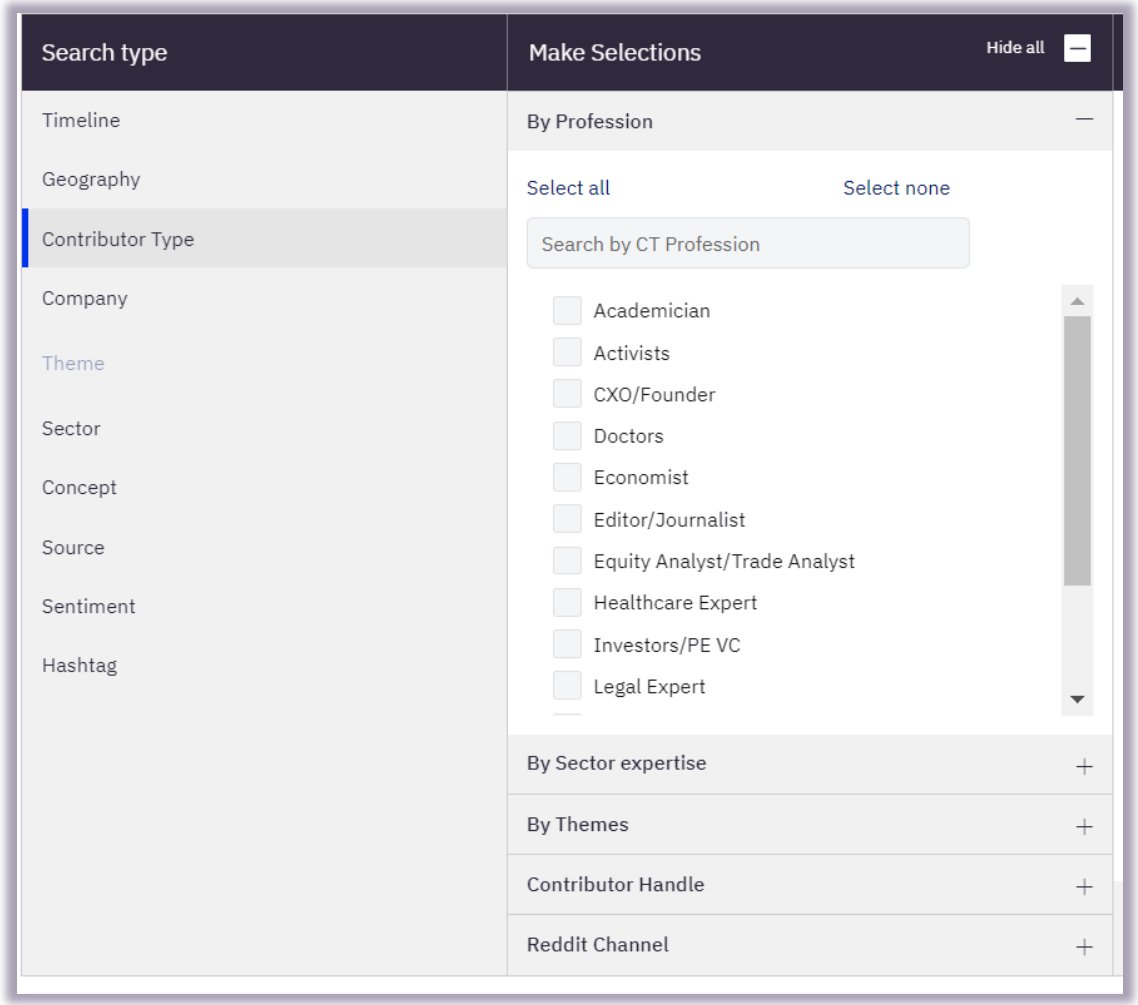
On which Companies are most **Sustainability** Experts focusing now?

4

Who are the **Experts** discussing Tesla on the Social Media?

Social Media Analytics: Platform View

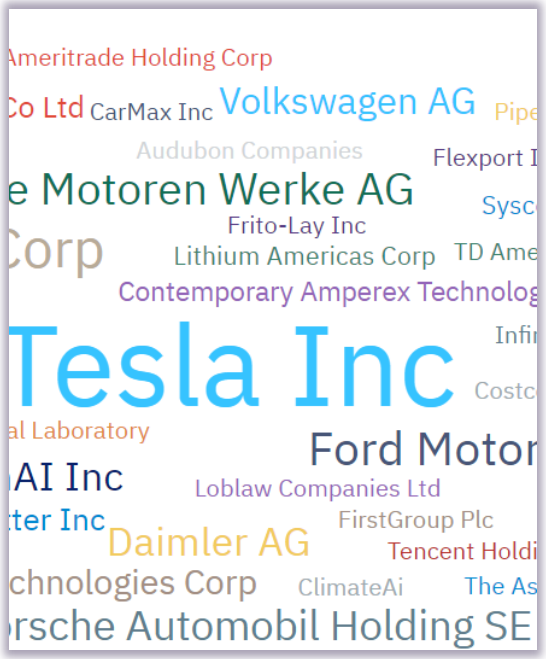
Identify the most Up-trending Companies & Brands on Social Media



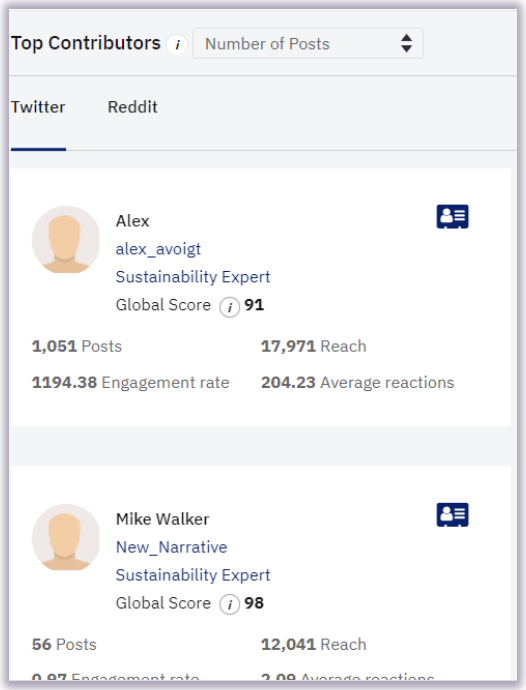
Filter Activity using various Criteria including Companies, Contributor Attributes, Platform and More!

Company	Total Posts	% Growth	Buzz Index	Contributors	Net Sentiment Score
Advanced Micro Devices Inc	68	115% ↑	0.54	51	0.73
Acer Inc	72	49% ↑	0.33	43	0.86

View Top Companies being mentioned in a Specific Technology

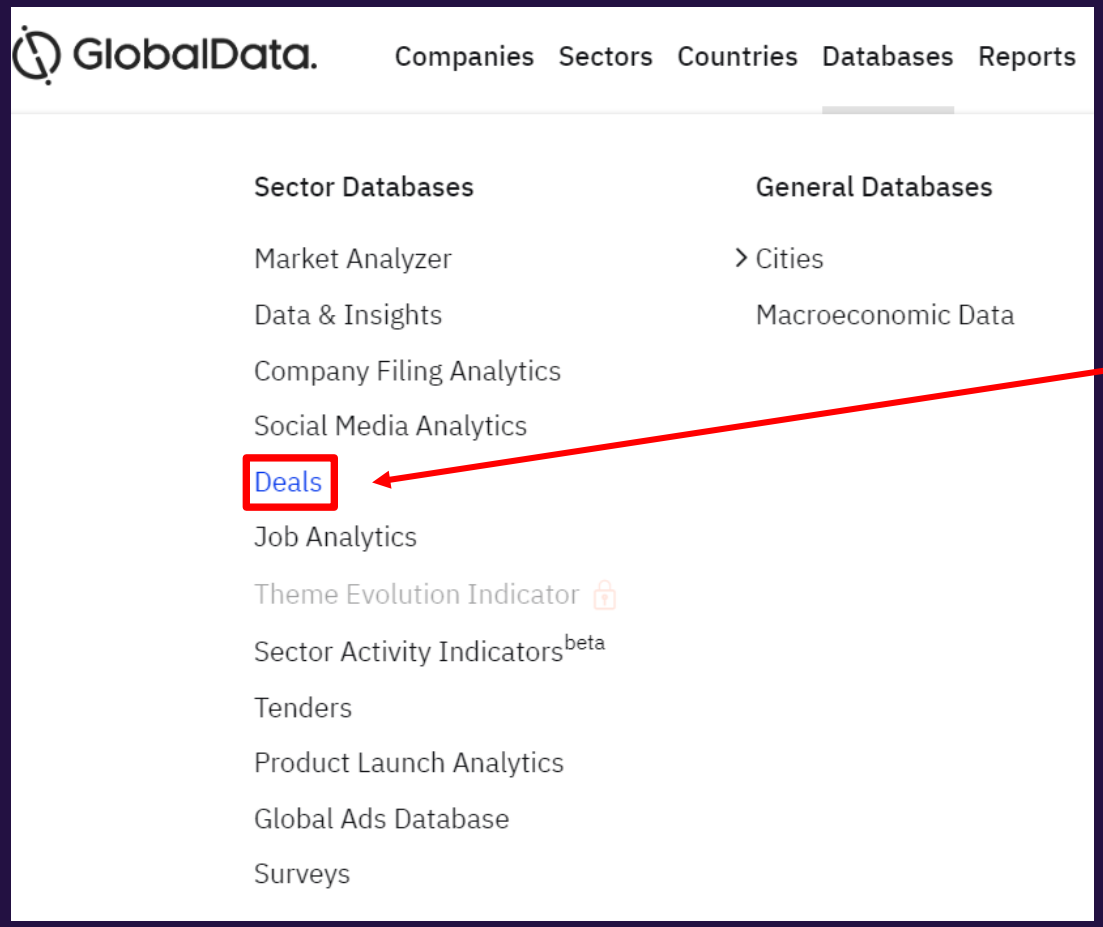


Top Companies in a Sector Mentioned by Specific Contributor Types



Top Contributors for your Segments

Deals Database



Hover over 'Databases' tab at the top to access Deals

Deals: Zero-in on companies that have raised Financing or looking for Dealmaking

A Database to Track Dealmaking Activity in Various Stages, Types, Sectors and More!

2 Which Companies are looking to Raise Capital (or) Acquire Companies?

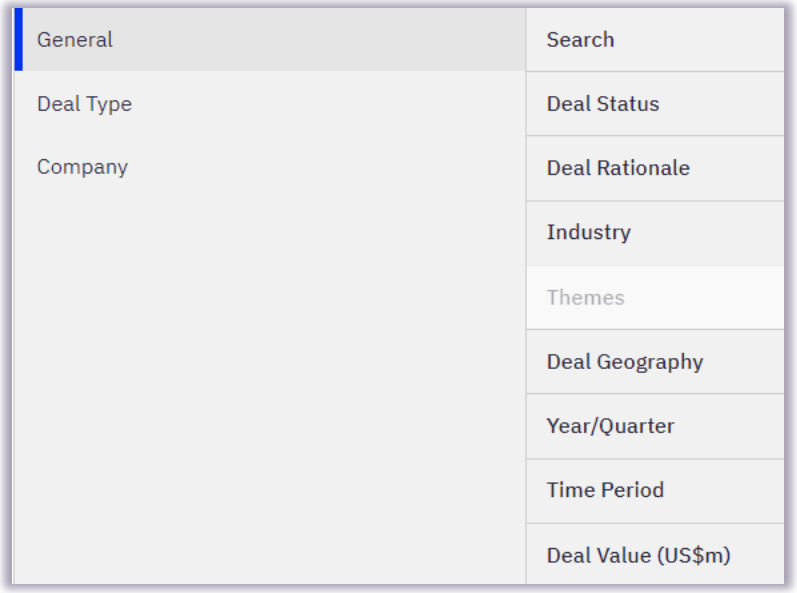
3 Which Companies are the Most Active in European Renewable Energy Partnership Deals?

1 Which Companies have Recently Raised Financing in the US Auto Sector?

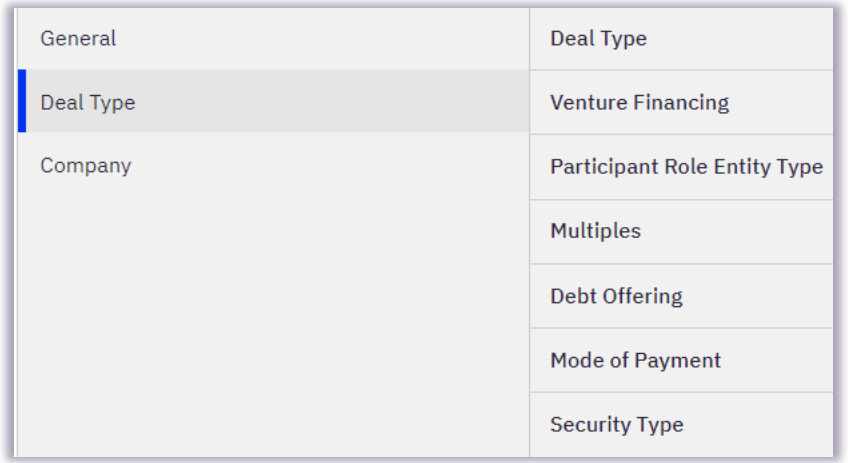
4 Which Companies have been Acquiring more to Achieve Business Diversification?

Deals: Platform View

View Deal-making across Various Sectors, Geographies, Companies, Deal Types and More!



Filter Activity using various Criteria

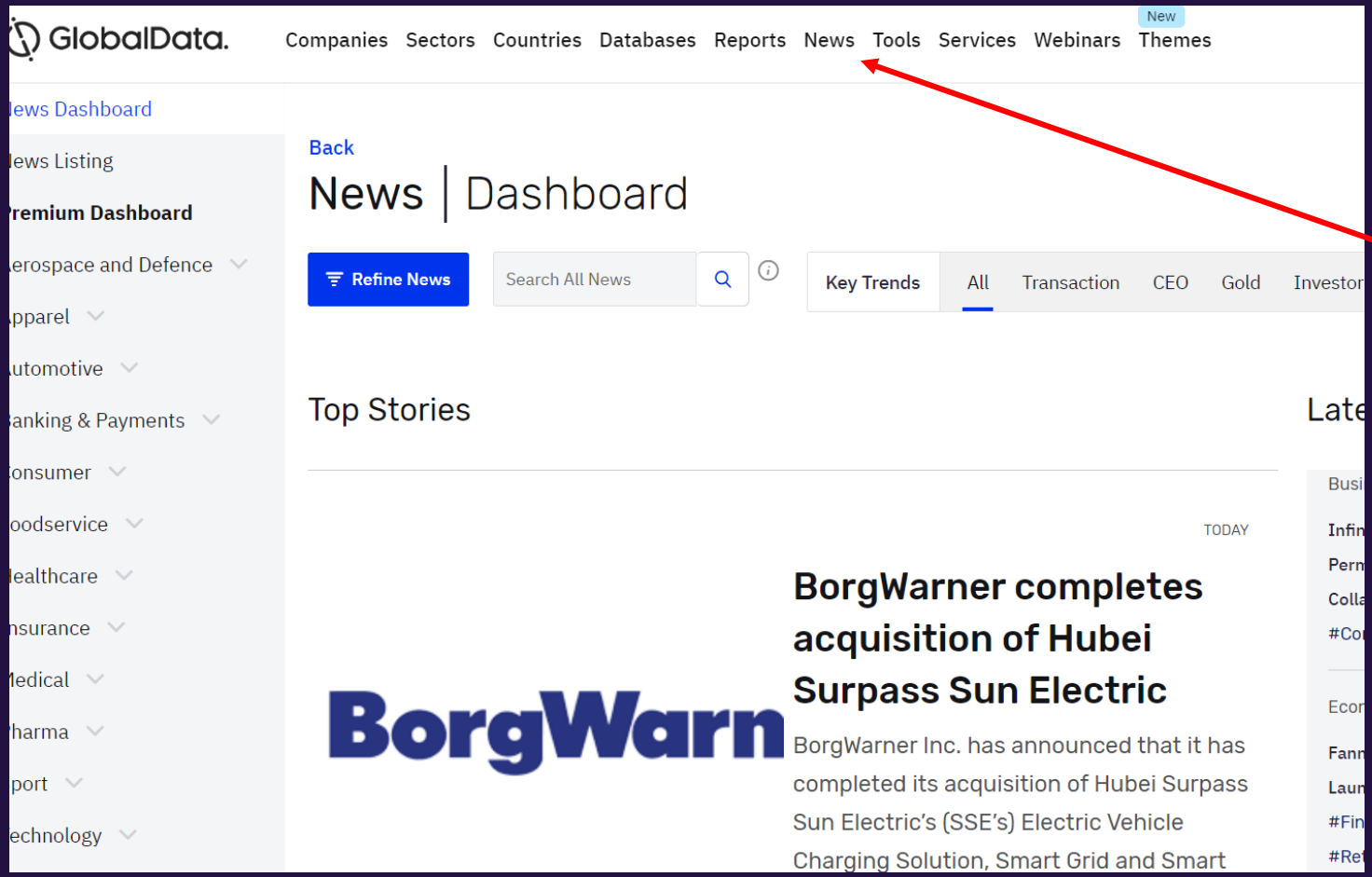


Identify Participants in very Specific Types of Deals

Company Name	Country	M&A vol	M&A (US$m)	Corporate Venturing vol	Corporate Venturing (US$m)	Total Deal vol	Total Deal Value (US$m)
Y Combinator Management LLC	United States of America	1	-	2088	11,029.59	2089	11,029.59
500 Startups Management Co	United States of	1	-	1808	3,259.34	1809	3,259.34

View the Most Active Investors and Companies!

News Database



You can access News from the menu at the top of the screen

News: Identify your Target based on various events

Refined Views of the News Database

2 Which Companies have been putting out more positive Financial Updates?

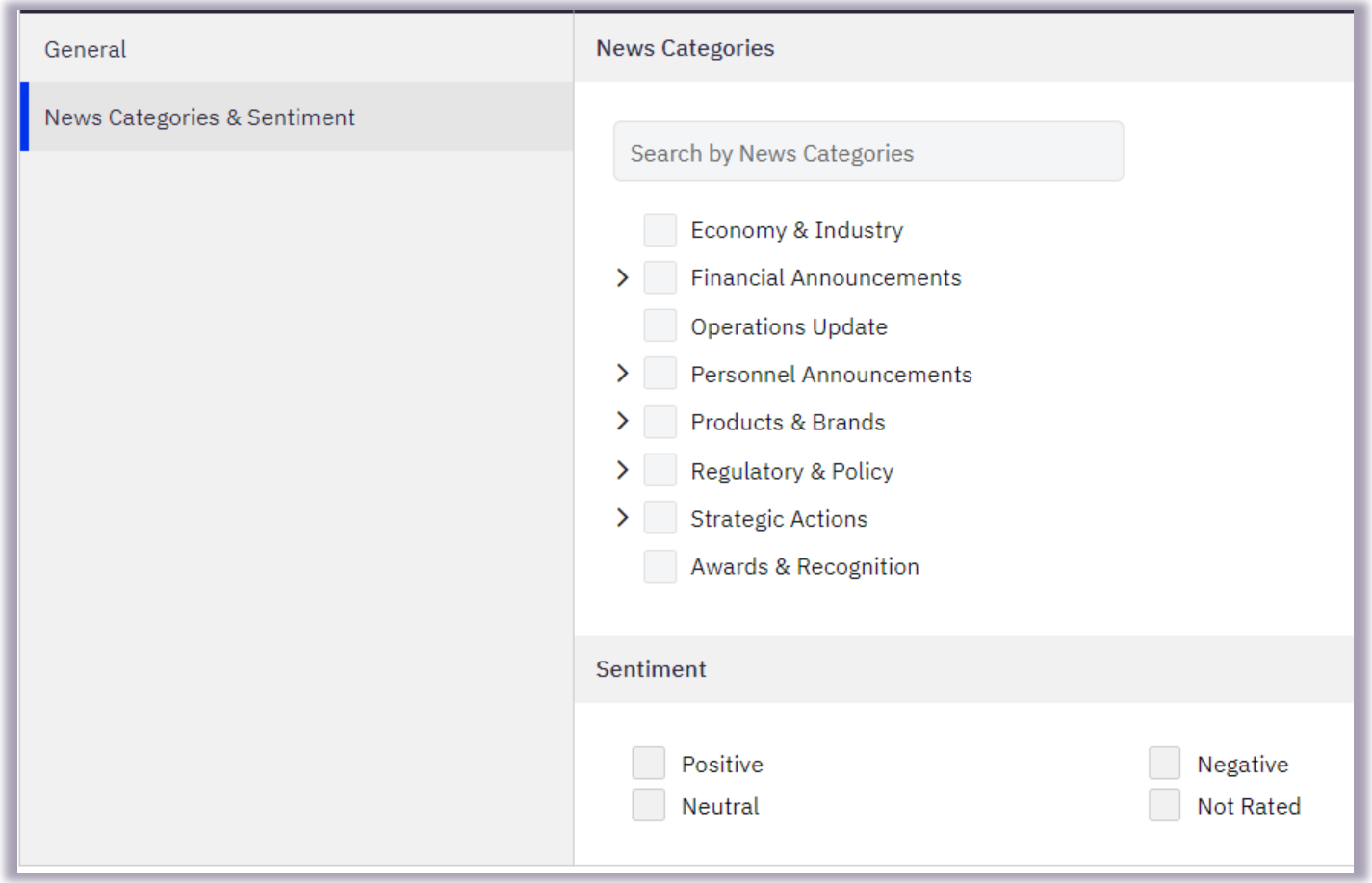
3 Which Companies have recently received Product Approvals in a Particular Geography?

1 Which Auto Companies have been encountering Negative Product Events?

4 Which Companies have been discussed more in Business Expansion Updates?

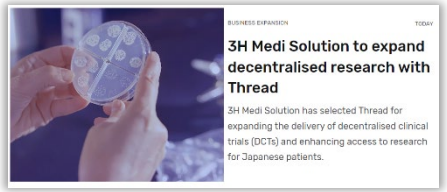
News: Platform View

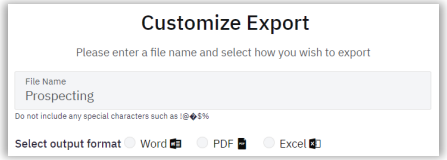
View Global News that has been Filtered Down to your Target Sector, Geography and News Type!

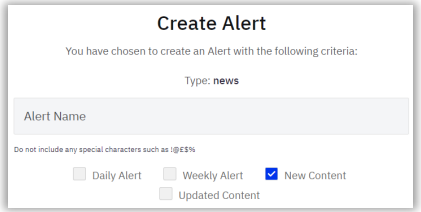


Filter out by News Type and Sentiment

More General Criteria

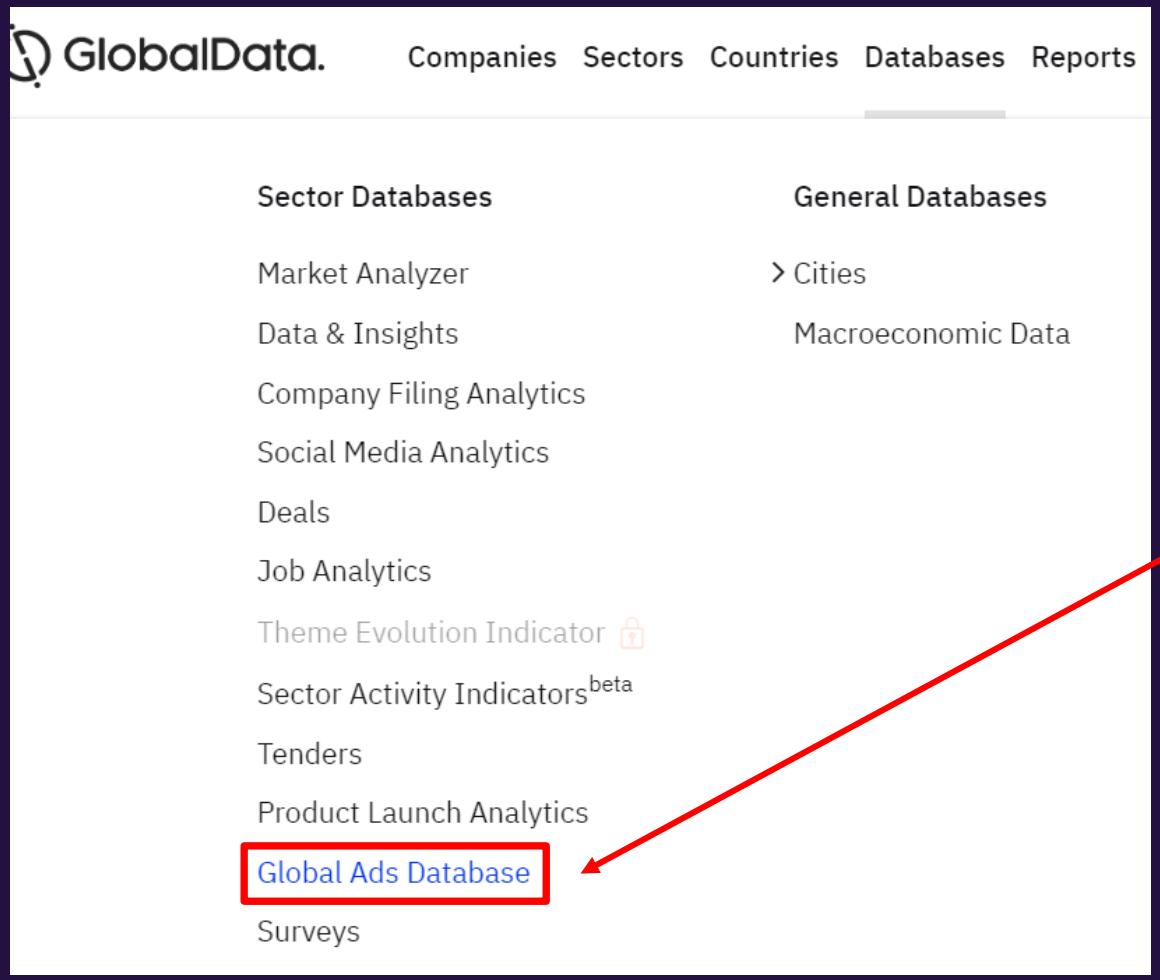






View News, Export or Set Alerts

Global Ads



Hover over 'Databases' tab at the top to access Global Ads

Global Ads: Track and Identify Companies and their Ads across various channels

Uncover Leading Advertisers and their Product Marketing

2

How is Mulberry Promoting Themselves across Multiple Platforms?

3

How does Mulberry Advertise outside of the UK?

1

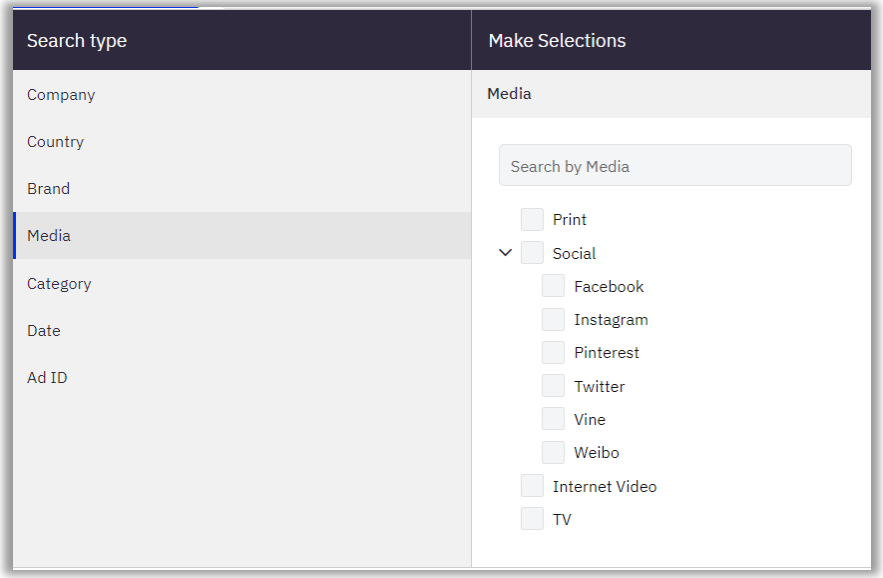
What is the Messaging on Mulberry YouTube Ads?

4

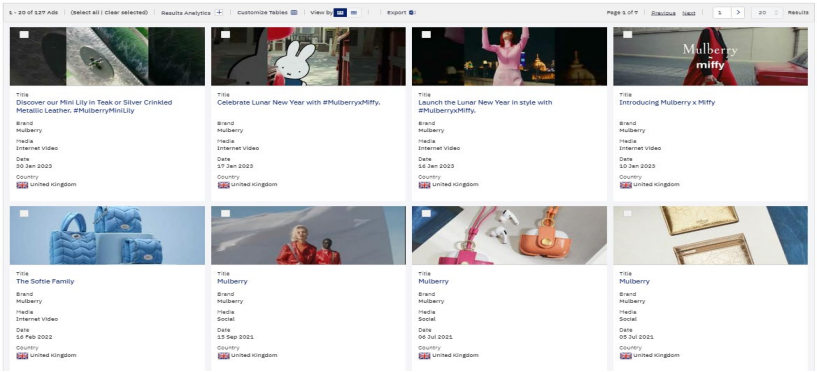
Did Mulberry Embraced YouTube Advertising?

Global Ads: Platform View

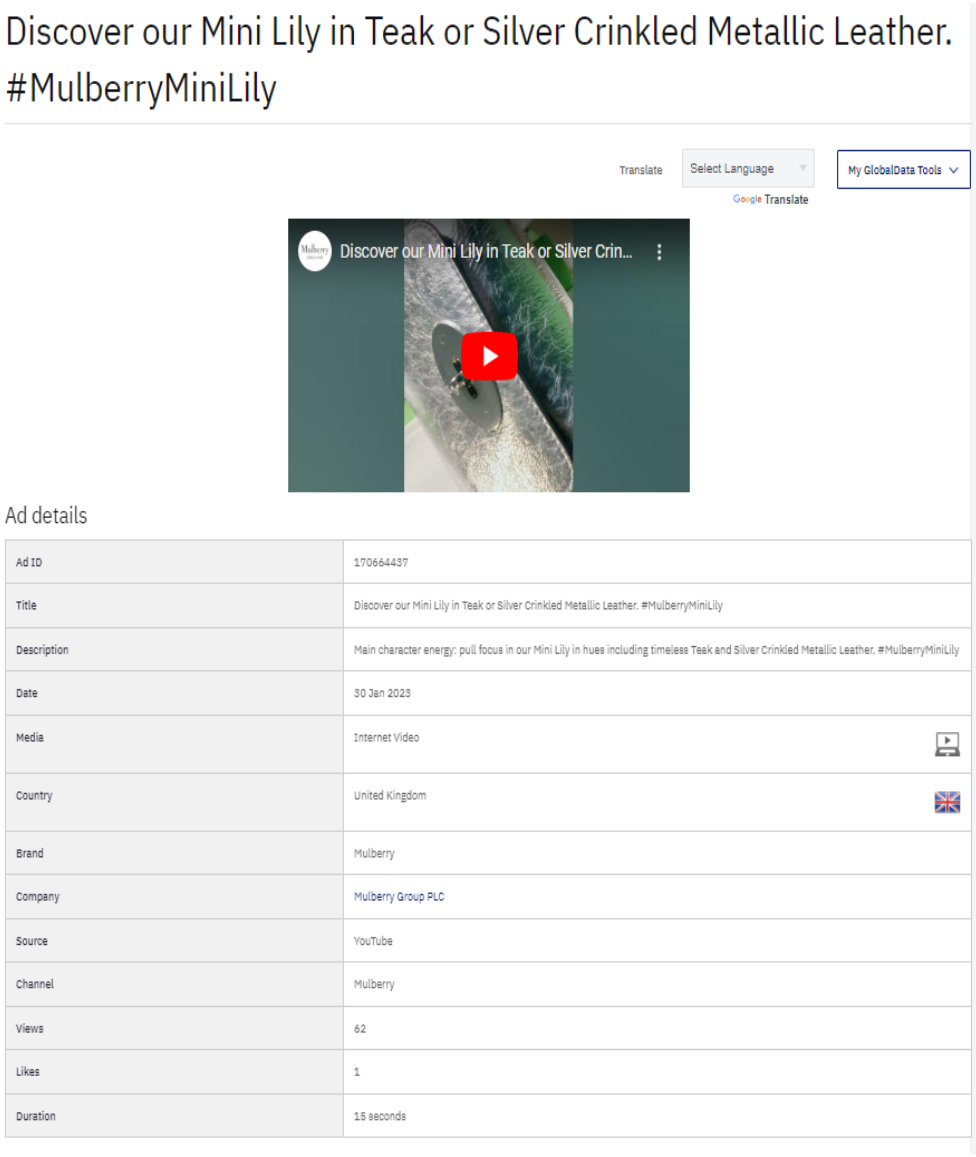
View Ads across Countries, Companies, Channels and More!



Refine Your Ads by Various Criteria



View the Ads as a List or…



…View Specific Ads

Contact us

For any questions or further enquiries please contact us at:

malgorzata.kaba@globaldata.com

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