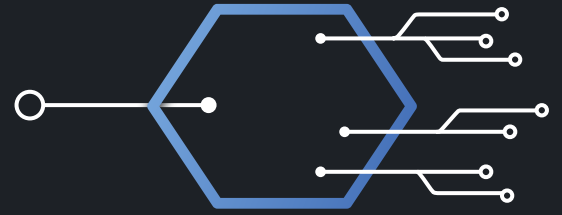


# Integrate Market Intelligence into your company's Information Management systems and customer application

DATASHEET



Real time Intelligence on Competitors, Customers, Prospects, and Industries from News channels, Corporate websites, Blogs, Twitter, Facebook, and YouTube

## Introduction to APIs

Contify Market Intelligence APIs are a customizable solution for companies to integrate human-curated market intelligence into their internal and customer facing applications.

Contify collects, organizes, and curates insights on Competitors, Customers, and Key Topics across industries. You can now access these insights through the Contify APIs. The insights are sourced from the news, corporate, government and regulatory websites, and the social web including blogs, Twitter, Facebook, and Youtube.

## Contify APIs are for

Enterprises that want to integrate **Market Intelligence** into their Information Management systems or custom built applications

Software product companies that want to build features to provide their users with **Intelligence on companies and people** inside their products

“Contify APIs were easy to use and helped us to quickly launch a useful and differentiating feature. Just the number of additional enquiries based on this feature is sufficient to justify the investment.”

**CEO**  
DEMANDFARM

## DemandFarm













**DemandFarm** is a Key Account Management platform that sits on top of CRM systems. Its offering is an easy-to-use cloud technology native to Salesforce, that can adapt to any Key Account Management (sales) methodology. The company wanted to provide its users with intelligence on the companies and contacts associated with accounts that were managed through its platform. This feature would help them differentiate their offering from competitors and give their existing users an exciting reason to spend more time on the platform.

Using Contify's Market Intelligence APIs, DemandFarm was able to integrate intelligence on companies and people with minimal development efforts.

Explaining on their decision to choose Contify, Milind Katti, Co-founder & CEO of DemandFarm says, "Contify APIs are easy to use and helped us to quickly launch a differentiating feature. Just the number of additional inquiries based on this feature are sufficient to justify the investment."

## Get curated Market Intelligence categorized by 12 standard topics

Topics that transform information into intelligence. Get human-curated insights on Competitors, Customers, Prospects, Key Accounts and Industries from news, corporate websites, Government and regulatory portals, and the social web including blogs, Twitter, Facebook and Youtube.

 Business Expansion	 Funding Activity	 Procurement Sales
 Management Changes	 New Offerings	 Regulatory and Legal
 Restructuring	 M&A	 Cost cutting
 Partnership	 Events	 Financial