

We built a robust Brand-to-Company map to derive alpha from Twitter.

Now **you** can use it to map brands and products to companies for all your data sources.

Use Case

You have brands and need their parent company

1. You download the updated map weekly via S3
2. Match against the map and send us all brands that are not found
3. We map those brands to their parent company and add them to the next update. Repeat.

Methodology

Overlapping human eyes with software assistance

Most of our work is manual with in-house staff supplemented by outsourced assistants.

For brand additions: The brand is given to 3 researchers. Each must identify and document the parent company and ownership history from 2012 until today. All 3 must agree on every detail. If not, further investigation is required.

For map updates: Combination of software and human eyes, still using the rule of 3 researchers agreeing on changes.

Coverage

Grows as Likefolio and Map clients need more

LikeFolio is a client of the Brand Map product. It requires full coverage for each company. We call this company-initiated, or comprehensive coverage. For outside clients, they often only need single brand coverage. In that case, for each brand, we map the parent company, but not all other brands that company owns (unless they also request those). We call this brand-initiated coverage.

Comprehensive Coverage

444 Public Companies
24 Private Companies
11,788 brands

Brand-initiated Coverage

565 public companies
3,307 Private companies
8,298 brands

Delivery

Updates deliver weekly via AWS S3, including additions

Access: 4 CSV files updated every Sunday in AWS S3 buckets:

- Companies, Divisions, Brands, & Snapshots (point-in-time)

Additions: Requesting additions is included.

There are two types:

- Missing Brands: We can add 500-1000 per week
- Full company coverage: 2-8 weeks per company, with a max of 5-10 per month in parallel.

Point-in-Time

Accurate back-testing is critical

All brands covered (including client requests) have entries on our "snapshots" file that clearly show full ownership history from 2012 to present, including links to sources for each M&A or brand launch activity.

Why Us?

Attention to detail, rapid response, custom requests

We have built this product out over 8 years. We know how to comprehensively add and monitor companies to coverage. We price it so it is far cheaper than building your own team.