



CORE COLLECTION

NOVEMBER 2023



OVERVIEW

This document provides a sample of our Core Collection. Vertical Knowledge's (VK's) Core Collection List contains hundreds of actionable, targeted datasets containing Publicly Available Information (PAI) covering a broad range of industries, sectors, and geographies. These datasets are rich in historical information to help identify trends over time to make informed data-driven decisions.

Our Core Collection offerings are listed in an organized manner that allows users to view the collection industry, category, collection name, URL, geographic area of collection, start date, frequency of the collection, and cost according to the VK points-based system.

CORE COLLECTION'S POINT SYSTEM

Vertical Knowledge utilizes a point-based structure to provide our clients with maximum flexibility and scale. Rather than subscribing to an individual collection (or site), clients subscribe to points that they can apply to any combination of raw or refined data products they desire.

A collection's Point cost is determined by several factors, including the amount of data collected, the difficulty in the collection process, and whether international IPs are required to collect the data.

Should you request Vertical Knowledge to collect a site that is not already being collected, a variable R&D cost will be determined by the scope and difficulty of the request.

INTERESTED IN LEARNING ABOUT OTHER COLLECTIONS IN OUR CORE COLLECTION LIST?

Send us an email at sales@vk.ai or click [here](#) to submit a request online and a member of our sales team will contact you with more information.

INDUSTRIAL

DESCRIPTION:

VK's Industrial collections contain pricing and availability information for agricultural, industrial, and construction equipment and machinery, as well as manufacturers and distributors of tools, components, and parts for industrial applications.

16 COLLECTIONS AVAILABLE

Collections in the following areas:

- Agriculture & Farm Machinery
- Industrial Machinery, Supplies & Components
- Diversified Support Services
- Human Resource & Employment Services
- Passenger Airlines
- Passenger Ground Transportation

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Capital Goods	Machinery	Agricultural & Farm Machinery	AgTalk Forum Posts	newagtalk.com	United States of America	Mar-16	Weekly	1
Commercial & Professional Services	Commercial Services & Supplies	Diversified Support Services	Machinery Pete Industrial Equipment Inventory and Pricing	machinerypete.com	United States of America	Aug-20	Weekly	1
Transportation	Passenger Airlines	Passenger Airlines	Google Flights Listings and Fares	flights.google.com	Global	Nov-18	Weekly	1.5
Transportation	Ground Transportation	Passenger Ground Transportation	Expedia Rental Car Listings and Rates	expedia.com	United States of America	Oct-17	Weekly	1

CONSUMER DISCRETIONARY

DESCRIPTION:

VK's Consumer Discretionary collections contain years of comprehensive pricing and discounting data that span retailers across multiple industries, including apparel, automotive manufacturers, electronics, home furnishings and housewares, luxury brands, travel and hospitality companies, restaurants, and specialized services.

232 COLLECTIONS AVAILABLE

Collections in the following areas:

- Automobile Manufacturers
- Consumer Electronics
- Home Furnishings
- Homebuildings
- Household Appliances
- Housewares & Specialties
- Leisure Products
- Apparel, Accessories & Luxury Goods
- Casinos & Gaming
- Specialized Consumer Services
- Hotels, Resorts & Cruise Lines
- Restaurants
- Education Services
- Broadline Retail
- Apparel Retail
- Computer & Electronics Retail
- Other Specialty Retail
- Automotive Retail
- Homefurnishing Retail

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Consumer Discretionary Distribution & Retail	Specialty Retail	Automotive Retail	EU Electric Vehicle Registrations	eu-evs.com	Western Europe	Jul-21	Monthly	1
Consumer Discretionary Distribution & Retail	Specialty Retail	Computer & Electronics Retail	Best Buy Products and Pricing	bestbuy.com	United States of America	Sep-16	Weekly	1.5
Consumer Durables & Apparel	Household Durables	Homebuilding	Beazer Homes, Communities and Pricing	beazer.com	United States of America	Oct-17	Daily	1
Consumer Services	Hotels, Restaurants & Leisure	Hotels, Resorts & Cruise Lines	Cruise Bookings and Rates	cruise.com	Global	Mar-19	Weekly	1
Consumer Services	Diversified Consumer Services	Specialized Consumer Services	HomeAdvisor Service Professional Listings	homeadvisor.com	United States of America	Jun-18	Quarterly	1.5
Consumer Discretionary Distribution & Retail	Broadline Retail	Broadline Retail	Costco Products and Pricing	costco.com	United States of America	Feb-21	Weekly	1
Consumer Discretionary Distribution & Retail	Broadline Retail	Broadline Retail	Amazon Bestselling Products and Pricing	amazon.com/gp/bestsellers	United States of America	Apr-13	Daily	1

*Sample of our Core Collection

CONSUMER DISCRETIONARY

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Consumer Discretionary Distribution & Retail	Specialty Retail	Apparel Retail	Lululemon Products and Pricing	lululemon.com	United States of America	Sep-16	Weekly	1
Consumer Discretionary Distribution & Retail	Specialty Retail	Other Specialty Retail	HD Supply Products and Pricing	hdsuppliesolutions.com	United States of America	Aug-16	Weekly	1
Consumer Discretionary Distribution & Retail	Specialty Retail	Automotive Retail	Tesla Vehicle Inventory and Pricing	tesla.com	United States of America	Feb-16	Daily	1.5

CONSUMER STAPLES

DESCRIPTION:

VK's Consumer Staples collections contain years of comprehensive pricing and inventory data that span retailers offering food, household goods, and personal care products.

6 COLLECTIONS AVAILABLE

Collections in the following areas:

- Food Retail
- Consumer Staples Merchandise Retail
- Drug Retail
- Personal Care Products

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Consumer Staples Distribution & Retail	Consumer Staples Distribution & Retail	Food Retail	Harry & David Products and Pricing	harryanddavid.com	United States of America	Feb-21	Weekly	1
Household & Personal Products	Personal Care Products	Personal Care Products	Honest Company Products and Pricing	honest.com	United States of America	Jun-21	Weekly	1
Consumer Staples Distribution & Retail	Consumer Staples Distribution & Retail	Drug Retail	Vitamin Shoppe Products and Pricing	vitaminshoppe.com	United States of America	Sep-16	Weekly	1
Consumer Staples Distribution & Retail	Consumer Staples Distribution & Retail	Drug Retail	GNC Products and Pricing	gnc.com	United States of America	Sep-16	Weekly	1
Consumer Staples Distribution & Retail	Consumer Staples Distribution & Retail	Consumer Staples Merchandise Retail	Coles Products and Pricing	shop.coles.com.au	Australia	Sep-21	Weekly	1

HEALTH CARE

DESCRIPTION:

VK's Healthcare collections contain qualitative data on providers, specialties, and treatments, as well as quantitative data on drug availability, distribution, and public health tracking of diseases, conditions, and their care.

6 COLLECTIONS AVAILABLE

Collections in the following areas:

- Health Care Equipment
- Health Care Services
- Health Care Facilities
- Health Care Technology
- Pharmaceuticals
- Life Sciences Tools & Services

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Health Care Equipment & Services	Health Care Providers & Services	Health Care Services	One Medical Insurance Plans, Providers and Regions	onemedical.com	United States of America	Mar-20	Monthly	0.5
Health Care Equipment & Services	Health Care Providers & Services	Health Care Services	COVID-19 Data Tracker	covid.cdc.gov	United States of America	Jan-21	Daily	0.5
Health Care Equipment & Services	Health Care Technology	Health Care Technology	FDA Drug Shortages and Supplies	accessdata.fda.gov	United States of America	Mar-21	Daily	1

FINANCIALS

DESCRIPTION:

VK's Financial collections contain a variety of information on consumer financial service providers and rates, buy-now-pay-later companies and technology, and pricing, trends, and discussions of foreign currency exchange, commodities, and debt and equity instruments

10 COLLECTIONS AVAILABLE

Collections in the following areas:

- Consumer Finance
- Financial Exchange & Data
- Debt Indices

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Financial Services	Consumer Finance	Consumer Finance	Credit Card Offers and Interest Rates	nerdwallet.com	United States of America	Apr-16	Bi-weekly	1
Financial Services	Capital Markets	Financial Exchanges & Data	Stock Market Forum Posting Statistics	topstonks.com	United States of America	Jan-21	Daily	1
Funds, Trusts, and Other Financial Vehicles	Financial Vehicle Indices	Debt Indices	Daiwa Bond Indices	dir.co.jp	Japan	Apr-23	Daily	1
Funds, Trusts, and Other Financial Vehicles	Financial Vehicle Indices	Debt Indices	National Bank of Ukraine Bond Indices	bank.gov.ua	Ukraine	Jan-22	Monthly	1
Funds, Trusts, and Other Financial Vehicles	Financial Vehicle Indices	Debt Indices	CSD Ghana Bond Indices	csd.com.gh	Ghana	May-21	Daily	0.5

INFORMATION TECHNOLOGY

DESCRIPTION:

VK's Information Technology collections contain data on leading applications, software providers, and data marketplaces, capturing information about pricing, reviews, data integrations, technology partnerships, patents, and more. These datasets help customers track trends in software development, solutions, and subscriptions.

26 COLLECTIONS AVAILABLE

Collections in the following areas:

- Internet Services & Infrastructure
- Application Software
- Systems Software

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Software & Services	Software	Application Software	Salesforce Consultant Listings	appexchange.salesforce.com	United States of America	Jan-18	Weekly	1
Software & Services	Software	Application Software	Stack Overflow Top Pages	stackoverflow.com	United States of America	Nov-20	Monthly	0.5
Software & Services	Software	Application Software	Weather Information	tomtom.com	Global	May-20	Weekly	1

COMMUNICATION SERVICES

DESCRIPTION:

VK's Communication Services collections cover a wide variety of digital media and entertainment, capturing listings of streaming TV and Movies, live events, interactive and online gaming, and other online content providers and review hubs.

17 COLLECTIONS AVAILABLE

Collections in the following areas:

- Movie & Entertainment
- Interactive Media & Service
- Advertising
- Wireless Telecommunication Services
- Interactive Home Entertainment
- Cable & Satellite
- Interactive Media & Services

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Telecommunication Services	Wireless Telecommunication Services	Wireless Telecommunication Services	Satellites by Countries and Organizations	n2yo.com	United States of America	Aug-21	Quarterly	1
Media & Entertainment	Media	Cable & Satellite	DirecTV On Demand TV and Movie Listings	directv.com	United States of America	Oct-17	Monthly	1
Media & Entertainment	Entertainment	Movies & Entertainment	Ticketmaster Events	ticketmaster.com	United States of America	Dec-20	Weekly	1.5

REAL ESTATE

DESCRIPTION:

VK's real estate and REIT collections include residential property listing details, sold listings, rental properties, and self-storage facilities. These datasets are continuously growing and expanding to international geographies to help users gain insights into the market based on location, availability, and price trends.

20 COLLECTIONS AVAILABLE

Collections in the following areas:

- Self-Storage (REITs)
- Real Estate Operating Companies
- Real Estate Services

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Equity Real Estate Investment Trusts (REITs)	Specialized REITs	Self-Storage REITs	ExtraSpace Self-Storage Availability and Pricing	extraspacespace.com	United States of America	Mar-18	Daily	1
Real Estate Management & Development	Real Estate Management & Development	Real Estate Services	Rightmove Real Estate Listings	rightmove.co.uk	United Kingdom	Aug-16	Monthly	1.5
Real Estate Management & Development	Real Estate Management & Development	Real Estate Services	Apartments.com Real Estate Listings	apartments.com	United States of America	Aug-20	Monthly	2

JOBS & LABOR

DESCRIPTION:

VK's Job and Labor data provides talent acquisition and workforce management data to gain insights into the dynamic job market, enabling informed decision-making and strategic planning for optimal staffing solutions.

44 COLLECTIONS AVAILABLE

Collections in the following areas:

- Integrated Telecommunication Services
- Interactive Media & Services
- Broadline Retail
- Restaurants
- Human Resources & Employment Services
- Health Care Technology
- Application Software
- Internet Services & Infrastructure
- IT Consulting & Other Services

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Commercial & Professional Services	Professional Services	Human Resource & Employment Services	Dice Job Listings	dice.com	United States of America	Jan-21	Monthly	1
Consumer Discretionary Distribution & Retail	Broadline Retail	Broadline Retail	Amazon Job Listings	amazon.jobs	United States of America	Feb-16	Weekly	1
Software & Services	Software	Application Software	Twilio Job Listings	twilio.com	United States of America	Jun-20	Monthly	0.5

LOCATIONS: CONSUMER DISCRETIONARY

DESCRIPTION:

VK's Consumer Discretionary Location data provides geographic coordinates, addresses, location types, and unique source fields for a vast span of retail products and companies to give insight into the geographic footprint of physical company locations and where products are being sold.

101 COLLECTIONS AVAILABLE

Collections in the following areas:

- Automobile Manufacturers
- Motorcycle Manufacturers
- Leisure Products
- Restaurants
- Broadline Retail
- Apparel Retail
- Interactive Media & Services
- Computer & Electronics Retail
- Home Improvement Retail
- Other Specialty Retail
- Automotive Retail
- Homefurnishing Retail
- Hotel, Resorts & Cruise Lines

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Consumer Discretionary Distribution & Retail	Automobiles	Motorcycle Manufacturers	Yamaha Dealer Locations	yamahamotorsports.com	United States of America	Mar-17	Weekly	0.5
Consumer Discretionary Distribution & Retail	Leisure Products	Leisure Products	Yeti Retail Locations	yeti.com	United States of America	Oct-18	Monthly	0.5
Consumer Discretionary Distribution & Retail	Textiles, Apparel & Luxury Goods	Apparel, Accessories & Luxury Goods	Kate Spade Store Locations	katespade.com	United States of America	Nov-15	Monthly	0.5
Consumer Services	Hotels, Restaurants & Leisure	Restaurants	Starbucks Store Locations	starbucks.com	United States of America	Nov-15	Monthly	0.5
Consumer Discretionary Distribution & Retail	Broadline Retail	Broadline Retail	Dollar General Store Locations	dollargeneral.com	United States of America	Nov-15	Weekly	0.5
Consumer Discretionary Distribution & Retail	Specialty Retail	Apparel Retail	Men's Warehouse Store Locations	menswarehouse.com	United States of America	Nov-15	Weekly	0.5
Consumer Discretionary Distribution & Retail	Specialty Retail	Computer & Electronics Retail	Gamestop Store Locations	gamestop.com	United States of America	Nov-15	Weekly	0.5
Consumer Discretionary Distribution & Retail	Specialty Retail	Other Specialty Retail	Ulta Beauty Store Locations	ulta.com	United States of America	Oct-17	Weekly	0.5
Consumer Discretionary Distribution & Retail	Specialty Retail	Homefurnishing Retail	Purple Mattress Retail Locations	purple.com	United States of America	May-18	Monthly	0.5

*Sample of our Core Collection

LOCATIONS: CONSUMER STAPLES

DESCRIPTION:

VK's Consumer Staples Location data provides geographic coordinates, addresses, location types, and unique source fields for products and companies to give insight into the geographic footprint of food and beverage retailers, food distributors, and packaged food product availability by retail location where the products are sold.

31 COLLECTIONS AVAILABLE

Collections in the following areas:

- Drug Retail
- Food Retail
- Consumer Staples Merchandise Retail
- Soft Drinks & Non-alcoholic Beverages
- Packaged Foods & Meats

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Consumer Staples Distribution & Retail	Consumer Staples Distribution & Retail	Food Retail	Trader Joe's Store Locations	traderjoes.com	United States of America	Oct-17	Monthly	0.5
Consumer Staples Distribution & Retail	Consumer Staples Distribution & Retail	Consumer Staples Merchandise Retail	BJ's Wholesale Club Store Locations	bjs.com	United States of America	Mar-18	Monthly	0.5
Food, Beverage & Tobacco	Food Products	Packaged Foods & Meats	Impossible Foods Retail Locations	impossiblefoods.com	United States of America	Jun-20	Monthly	0.5

LOCATIONS: HEALTH CARE

DESCRIPTION:

VK's Locational Health Care Collections provide insight into locational details on health care providers, manufacturers, and distributors according to health care equipment and services offered.

24 COLLECTIONS AVAILABLE

Collections in the following areas:

- Health Care Equipment
- Health Care Services
- Health Care Technology

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Health Care Equipment & Services	Health Care Equipment & Supplies	Health Care Equipment	Hydrafacial Provider Locations	hydrafacial.com	United States of America	Jan-21	Monthly	0.5
Health Care Equipment & Services	Health Care Providers & Services	Health Care Services	Grifols Plasma Donation Center Locations	grifolsplasma.com	United States of America	Jun-20	Monthly	0.5

LOCATIONS: FINANCIALS

DESCRIPTION:

VK's Financial Location Collections span footprints of regional banks such as retail banking, corporate lending, and various residential and commercial mortgage loans, as well as consumer finance services, including personal credit, credit cards, lease financing, travel-related money services, and pawn shops.

2 COLLECTIONS AVAILABLE

Collections in the following areas:

- Regional Banks
- Consumer Finance

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Banks	Banks	Regional Banks	Metro Bank Locations	metrobankonline.co.uk	United Kingdom	Jan-19	Monthly	0.5

*Sample of our Core Collection

LOCATIONS: REAL ESTATE

DESCRIPTION:

VK's Real Estate Location Collections covers self-storage REIT properties for multiple self-storage companies to provide insights into companies' footprints and expansion efforts on a national level.

4 COLLECTIONS AVAILABLE

Collections in the following areas:

- Self-Storage REITs

INDUSTRY	GROUPING	CATEGORY	COLLECTION NAME	URL	TARGETED AREA	START DATE	FREQUENCY	POINTS
Equity Real Estate Investment Trusts (REITs)	Specialized REITs	Self-Storage REITs	PublicStorage Store Locations	publicstorage.com	United States of America	Mar-18	Daily	0.5

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The Decision Advantage. It's built into everything we do.

Since 2006, VK's CAI/PAI has delivered a depth of knowledge and expertise unmatched anywhere. Our massive, comprehensive library of data products continues to give clients in virtually every industry a decision advantage. And when you have to navigate complex data collection problems in risk-managed ways, we're the ultimate partner: We build our data products without compromising quality or accuracy. And our global scope spans IP's in over 95 countries so you get access to data, intelligence and insights worldwide.

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