

## Company Identification API Data Layer Variables

|    | Data Layer Variable Names | Example Value                  |
|----|---------------------------|--------------------------------|
| 1  | confidence_6si            | <i>Very High</i>               |
| 2  | company_name_6si          | <i>6sense</i>                  |
| 3  | domain_6si                | <i>6sense.com</i>              |
| 4  | name_6si                  | <i>6sense</i>                  |
| 5  | region_6si                | <i>Northern America</i>        |
| 6  | country_6si               | <i>United States</i>           |
| 7  | state_6si                 | <i>California</i>              |
| 8  | city_6si                  | <i>San Francisco</i>           |
| 9  | industry_6si              | <i>Software and Technology</i> |
| 10 | country_iso_code_6si      | <i>US</i>                      |
| 11 | address_6si               | <i>450 Mission St,</i>         |
| 12 | zip_6si                   | <i>94105</i>                   |
| 13 | phone_6si                 | <i>+1 415-212-9225</i>         |
| 14 | employee_range_6si        | <i>1,000 – 4,999</i>           |
| 15 | revenue_range_6si         | <i>\$100M – \$250M</i>         |
| 16 | employee_count_6si        | <i>1192</i>                    |

|    |                        |                                               |
|----|------------------------|-----------------------------------------------|
| 17 | annual_revenue_6si     | <i>104000000</i>                              |
| 18 | is_blacklisted_6si     | <i>true</i>                                   |
| 19 | state_code_6si         | <i>CT</i>                                     |
| 20 | geoIP_country_6si      | <i>United States</i>                          |
| 21 | geoIP_state_6si        | <i>Connecticut</i>                            |
| 22 | geoIP_city_6si         | <i>Stars Hollow</i>                           |
| 23 | company_match_6si      | <i>Match</i>                                  |
| 24 | additional_comment_6si | <i>Company name or domain match was found</i> |
| 25 | industry_v2_6si        | <i>Software</i>                               |
| 26 | sic_description_6si    | <i>Prepackaged Software</i>                   |
| 27 | sic_6si                | <i>7372</i>                                   |
| 28 | naics_6si              | <i>511210</i>                                 |
| 29 | naics_description_6si  | <i>Software Publishers</i>                    |
| 30 | segment_ids_6si        | <i>123456,987654</i>                          |
| 31 | segment_names_6si      | <i>ABC,DEF</i>                                |

### For Predictive Customers Only

For predictive scores, the data layer variable is built out with the “model” name as a part of the variable name. If you only have a single model, your model name will typically be the same as your 6sense instance URL prefix (IE, <https://model.abm.6sense.com>). In case you have multiple models, you’ll need to create a set of variables for each model. Naming

Convention: <variable>\_<model>\_6si. **NOTE: The data layer values below are examples only; “model” will need to be replaced with the name of your model.**

| Model | Variables     | Example Data Layer Variable Names |
|-------|---------------|-----------------------------------|
| model | is_6qa        | is_6qa_model_6si                  |
| model | intent_score  | intent_score_model_6si            |
| model | buying_stage  | buying_stage_model_6si            |
| model | profile_score | profile_score_model_6si           |
| model | profile_fit   | profile_fit_model_6si             |