

# CrowdFlower Launches Business Listing Verification Solution

Solution harnesses crowd to deliver accurate, complete and timely business listings

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CrowdFlower today announced the release of Business Listing Verification (BLV), a highly scalable business listing verification solution for enterprises that need accurate and up-to-date business contact data. BLV verifies contact information, improves listing attributes such as business name, address, phone number and URL, and supplements relevant data by applying human judgment—rapidly and across large data sets. The solution cleans and appends data to maximize the accuracy and quality of clients' business listings.

"Data quality has become increasingly important for enterprises given the fluctuations that take place in the broader business market," said Lukas Biewald, CrowdFlower's CEO. "The application of human judgment to business list verification enables BLV to go beyond the limitations of an algorithmic approach. CrowdFlower consistently delivers business listing data to clients with an average accuracy of 95%."

CrowdFlower allows companies to complete simple but sizable projects by harnessing a scalable, international workforce of more than 500,000 people from multiple labor channels and more than 150 countries. By leveraging the human intelligence of the workforce, CrowdFlower adds a layer of accuracy over traditional data collection techniques—ensuring that the quality of business lists are continually maintained in a cost-effective manner.

For clients looking to improve the quality and accuracy of their business listings, BLV offers a turnkey solution that is fully scalable for ebbs and flows in demand. CrowdFlower works intimately with its customers to ensure that BLV management is seamless—thereby eliminating the hassles often associated with the supervision of third-party vendors.

The U.S. Small Business Association estimates that in 2009, 552,600 new employer firms opened for business and 660,900 firms closed in the United States. As such, the annual turnover was nearly 10 percent—requiring a continuous and significant modification of online business listings.

CrowdFlower

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## About CrowdFlower:

Founded in 2007, CrowdFlower (<http://crowdfLOWER.com>) provides Labor-on-Demand to help companies route high-volume, repetitive tasks to a massively distributed global workforce. CrowdFlower uses statistically backed, quality-controlled crowdsourcing technology to produce a scalable and reliable workforce that can dispatch a diverse array of tasks and provide near-real time answers. In addition to custom service solutions and web tools, CrowdFlower offers an API that businesses can connect to and automate their processes, cutting out time-consuming day-to-day management.

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