

Products data for Exa Connect.

Five providers worth signing, the outbound that gets each first meeting, and a primer for the top pick. Filtered on rights and signability, validated before ranking.

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Prioritization methodology.

Exa publishes no partner standards. The roster is the policy: owned-or-licensed databases, provider-set prices, agent-side synthesis. These filters write it down.

01

Own or license the data

The vendor holds the rights, not a platform hosting other people's.

02

Rights-clean

No scraped databases in the Amazon v. Perplexity climate.

03

Signable

A deal a partnerships team can close against an existing price sheet.

04

Not already on the shelf

Commerce is one provider deep against a six-capability stack.

Ten kinds of product-data company. Three are signable now.

CATEGORY	RIGHTS PATTERN	SIGNABILITY
Identity & standards registries	Clean by definition	Closable in weeks
Product content & attributes	Clean (brands pay to distribute)	Productized licensing exists
Reviews & trust networks	Clean (network terms)	Partner programs exist
Price & offer intelligence	Mostly scraped: the dirty half	Cheap to buy, risky to resell
Affiliate & monetization networks	Clean (merchants opt in)	Fast; inverse economics
Marketplace & retailer APIs	Venue-owned, tightly scoped	Agentic flows contested
Commerce platforms	Merchant-owned	Integrate, don't sign
Feed management & syndication	SaaS holds nothing licensable	Needs per-brand opt-in rails
Purchase & behavior panels	Clean (panel consent)	Enterprise only
Market & share analytics	Mixed (modeling)	Enterprise; AWS per-call exists
WHY NOT AMAZON	WHY NOT SHOPIFY	WHY NOT BIG RETAIL
Hostile: bans mining, sued Perplexity. Unsignable.	Global Catalog is free via MCP. Integrate, don't pay.	Arriving via the UCP protocol. Adoption, not BD.

The shelf as it stands.

Seventeen providers already sell through Exa Connect. These are the marketplace's existing suppliers, not targets; filter four excludes them. Commerce is one deep. That gap is the assignment.



Similarweb
WEB ANALYTICS · \$0.03



Baselayer
KYB · \$0.022



Fiber.ai
GTM · \$0.02



Affiliate.com
COMMERCE · \$0.015



Particle
MEDIA · \$0.015



Financial Datasets
FINANCE · \$0.01



Jinko
TRAVEL · \$0.005



ZoomInfo
SALES INTEL · ON REQUEST



Crunchbase
PRIVATE MKTS · ON REQUEST



Harmonic
STARTUP INTEL · ON REQUEST



Definitive Healthcare
HEALTHCARE · ON REQUEST



Faraday AI
CONSUMER · ON REQUEST



Intellizence
MONITORING · ON REQUEST



OpenAlex
ACADEMIC



Traject Data
WEB / SERP



DataBento
MARKET DATA



Alpha Vantage
MARKET DATA

THE SLATE FILLS THE GAP

Trust (Bazaarvoice) · attributes (Icecat) · enterprise content (Syndigo) · travel backbone (Amadeus) · monetized offers (Sovrn)

Prioritized data partners.

1	Bazaarvoice  REVIEWS & TRUST NETWORK Owns the largest pool of verified customer reviews and ratings, collected across 12,500+ brand and retailer sites. Why: the one signal agents cannot reconstruct from spec sheets; every validation run converged here. BRENDA TUOHIG SVP STRATEGIC PARTNERSHIPS
2	Icecat  PRODUCT CONTENT & ATTRIBUTES The product spec-sheet library: datasheets, specs, and images for millions of products, paid for by the brands. Why: rights clean by construction, a published price sheet, and a live MCP server. Fastest signing. RENÉ ROZENDAL CHIEF BUSINESS DEVELOPMENT OFFICER
3	Syndigo  PIM / GDSN SYNDICATION The system big consumer brands use to store their official product content and send it to retailers. Why: licensing outbound is the product; Syndigo OpenAI Connect proves the agent motion. STEPHEN KAUFMAN CHIEF STRATEGY & ALLIANCES OFFICER
4	Sovrn  AFFILIATE & MONETIZATION NETWORK Turns product links into paid affiliate links: live prices and offers from tens of thousands of online stores. Why: commissions pay the provider, so the per-call price approaches zero. The Affiliate.com pattern, repeated. OPHELIA LIVINGSTONE DIRECTOR, DATA PARTNERSHIPS
5	Amadeus A WILDCARD TRAVEL BACKBONE (GDS) The system airlines and hotels sell through: live fares, seat availability, schedules, and hotel inventory. Why: the only enterprise giant already selling APIs per call; upgrades the shelf Jinko opened. FRAN ROMERO HEAD OF CREATION PLATFORM ECOSYSTEM

Outbound strategy.

Bazaarvoice	T1 · EMAIL + LINKEDIN T2 · EMAIL + PRIMER T3 · LINKEDIN	You built the rail (Authentic Discovery); Connect is standing demand. Primer attached; Google precedent, near-zero engineering lift. First reviews provider defines the category. Who owns evaluating?
Icecat	T1 · EMAIL T2 · EMAIL T3 · CALL (CET)	You already ship an MCP server; Connect meters Full Icecat at your prices. Worked example: GTIN to datasheet, priced against your existing tiers. Pilot: two verticals, one quarter, joint announcement optional.
Syndigo	T1 · EMAIL + LINKEDIN T2 · EMAIL T3 · EXEC PATH	OpenAI Connect proved the channel; monetize it across every agent. Enterprise frame: on-request tier, usage reporting, opt-in preserved. Via GDSN events: scoped pilot with two anchor CPG brands.
Amadeus	T1 · EMAIL + LINKEDIN T2 · EMAIL + PRIMER T3 · ECOSYSTEM	Your Self-Service APIs are already Connect-shaped; one new channel. Jinko precedent; you are the backbone the category clears through. Via A4D partner managers: Flight Offers + Hotel Search pilot.
Sovrn	T1 · EMAIL T2 · EMAIL T3 · LINKEDIN	Your data can be free at query; commissions pay you. Pattern proven. The overlap question, asked openly: what does Affiliate.com lack? 20 minutes to scope incremental coverage; both sides earn day one.

The outbound, enriched with Exa.

One live query per contact against `api.exa.ai/search`, run before writing a word of outreach. Every hook in the sequence came back in the results.

BRENDA TUOHIG BAZAARVOICE	Returned her own post announcing the SVP role, plus a 2022 Top Women in Media & Ad Tech award. Her Google-expansion post became touch 1.
RENÉ ROZENDAL ICECAT	The headline says it outright: "AI-driven E-commerce Solutions @ Icecat." Plus a live AI webinar series, proof the mandate is active.
STEPHEN KAUFMAN SYNDIGO	Returned Syndigo's own press release on his appointment: hired to "accelerate ecosystem-led growth." The mandate, in their words.
FRAN ROMERO AMADEUS	Personal posts introducing Amadeus Nevio, "powered by our Creation Platform": the exact platform this pitch lists through.
OPHELIA LIVINGSTONE SOVRN	Headline leads with "Data Licensing." Latest post: the data team's "calendars are officially open." An invitation.

The first email, and the cadence.

TO

brenda.tuohig@bazaarvoice.com

SUBJECT

Authentic Discovery × Exa Connect

Hi Brenda,

You built the delivery rail for AI surfaces with Authentic Discovery, and the Google expansion proved the licensing motion. Exa Connect is the standing demand side: 400K+ developers whose agents query premium data partners per call, at prices the provider controls.

Reviews are the one product signal agents cannot reconstruct from spec sheets. We'd like Bazaarvoice to be the provider that defines the category on Connect.

Worth 20 minutes this week?

Gabe

T1 · DAY 1 · EMAIL + LINKEDIN

Authentic Discovery hook; ask for 20 minutes.

NO REPLY

T2 · DAY 4 · EMAIL + PRIMER PDF

One-pager attached; Google precedent, zero eng lift.

NO REPLY

T3 · DAY 9 · LINKEDIN CLOSE

Who owns evaluating this if the timing is wrong?

NO REPLY

GOAL · FIRST MEETING

A 20-minute scoping call. Nothing else is the ask.

A reply at any step skips straight to the call. Same shape for all five doors; only the hook changes.

Five doors, already open.

Named owners for this exact engagement. Emails found and SMTP-verified before the first touch. The vendor-facing primer ships separately as a one-page PDF.

Bazaarvoice

BRENDA TUOHIG · SVP STRATEGIC PARTNERSHIPS

brenda.tuohig@bazaarvoice.com

VERIFIED

Icecat

RENÉ ROZENDAL · CHIEF BUSINESS DEVELOPMENT OFFICER

rene.rozendal@icecat.com

VERIFIED

Syndigo

STEPHEN KAUFMAN · CHIEF STRATEGY & ALLIANCES OFFICER

stephen.kaufman@syndigo.com

VERIFIED

Amadeus

FRAN ROMERO · HEAD OF CREATION PLATFORM, ECOSYSTEM

fromero@amadeus.com

VERIFIED

Sovrn

OPHELIA LIVINGSTONE · DIRECTOR, DATA PARTNERSHIPS

olivingstone@sovrn.com

VERIFIED