

Caladan Data – Digital Ad Spend Tear Sheet

1 VENDOR			DEFINITION
1.1	Vendor Name	Caladan Data Inc.	Your company name
1.2	Vendor Website	caladandata.com	Your company website
1.3	Principal Vendor Contact Details (Name, Role)	Adam Lovallo, CEO	Principal contact's name and role
1.4	Principal Vendor Contact Details (Email)	adam@caladandata.com	Principal contact's email address
1.5	Principal Vendor Contact Details (Phone)	+1-347-450-9248	Principal contact's phone number
1.6	Vendor Description	Digital ad spend aggregator of 15,000+ ad accounts of performance oriented, direct response marketers.	A brief description of your company
1.7	Summary of Data Services Provided	The data set includes ad spend (USD), clicks, and impressions by day by ad network (ex: Meta). The data set aggregates the spend of 15,000+ anonymous, performance marketing SMB advertisers that primarily operate in the US & CA.	A brief description of your offerings
1.8	Originator or Aggregator? Check all that apply.	<input type="checkbox"/> Originator <input checked="" type="checkbox"/> Aggregator	A data originator is the entity that has overall responsibility for a given data item. A data integrator pulls in data from other sources.
2 DATA SET CONTENT			DEFINITION
2.1	Data Set Description	A spend (USD), clicks, and impressions by day by ad network (ex: Meta).	A concise description of the data.
2.2	Asset Class	<input checked="" type="checkbox"/> Equities <input type="checkbox"/> Options <input type="checkbox"/> Futures <input type="checkbox"/> Corporate Bonds <input type="checkbox"/> High-Yield Bonds <input type="checkbox"/> Mortgages <input type="checkbox"/> FX <input type="checkbox"/> Loans <input type="checkbox"/> Commodities <input type="checkbox"/> Real Estate <input type="checkbox"/> Private Equities <input type="checkbox"/> Others: Click here to enter text.	Applicable asset classes
2.3	Coverage	Type of securities AMZN CART GOOG META MSFT PINS SNAP	
2.4	-Geographic	<input checked="" type="checkbox"/> North America <input type="checkbox"/> Europe <input type="checkbox"/> Middle East and Africa <input type="checkbox"/> Asia <input type="checkbox"/> Asia ex-Japan <input type="checkbox"/> Japan <input type="checkbox"/> India Please specify countries under coverage Countries: Canada, US	Regions and countries the data covers
2.5	-Sector	<input checked="" type="checkbox"/> Communication Services <input type="checkbox"/> Consumer Discretionary <input type="checkbox"/> Consumer Staples <input type="checkbox"/> Energy <input type="checkbox"/> Financials <input type="checkbox"/> Utilities <input type="checkbox"/> Industrials <input type="checkbox"/> Health Care <input checked="" type="checkbox"/> Information Technology <input type="checkbox"/> Materials <input type="checkbox"/> Real Estate <input type="checkbox"/> Others: Click here to enter text.	GICs sectors

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2.6	-Securities	AMZN CART GOOG META MSFT PINS SNAP	Number of unique tradeable securities the data covers
2.7	Market Capitalization of Stocks Covered (small, med, large)	<input type="checkbox"/> Small Cap <input type="checkbox"/> Medium Cap <input checked="" type="checkbox"/> Large Cap	Market Capitalization: Large Cap: > 10 billion Medium Cap: 2 billion - 10 billion Small Cap: < = 2 billion
2.8	Length of History (start date)	1/1/2022	Start date of history such as MM/DD/YEAR: 01/01/2005
2.9	Any Breaks in History? (e.g., missing years, if so explain?)	No	Breaks/gaps in the dataset
2.10	Investing Style Data is Suited For (e.g., systematic, discretionary, etc.)	<input type="checkbox"/> Systematic <input checked="" type="checkbox"/> Discretionary	Systematic: automated strategies apply proprietary algorithms and econometric models. Discretionary: investment decisions are made at the discretion of portfolio managers
2.11	Update Frequency (intraday, daily, weekly, monthly, other describe)	<input type="checkbox"/> Intraday <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Others (describe): Click here to enter text.	How often is the dataset updated
2.12	Delay (amount of time between update date and delivery date)	24 hours	Delay in amount of time between update and delivery
2.13	Other Relevant Characteristics of the Data Set (e.g., panel size, number of SDKs, etc.)	Includes 15,000+ small business, performance marketing accounts	Other distinguishing characteristics of the data set
2.14	List Quality Metrics Provided with Each Delivery (e.g., % missing values, missing rows, duplicates, etc.)	Missing Values: 0 Missing Rows: 0 Duplicates: 0	Metrics that describe the quality of the data
3 METHODOLOGY			DEFINITION
3.1	How is Data Collected? (e.g., web scraping, licensed from originator, other collection method)	Licensed from originators and aggregated.	Method used to collect the data
3.2	State of data on delivery (raw, semi-processed, processed)	<input checked="" type="checkbox"/> Raw <input type="checkbox"/> Semi-processed <input type="checkbox"/> Processed	State of data delivered ie.d.,using credit card data as an example <ul style="list-style-type: none"> Raw – raw transactions data Semi-processed – processed with ticker and/or location mappings Processed – aggregated at the security level with analytics
3.3	If processed, describe how (e.g., describe transformations performed on the data)	None	If data was processed before delivery, describe the transforms, normalization and cleaning steps
3.4	Ticker/Entity Mapping?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Select Yes if the data is mapped to a ticker or entity
3.5	Security Identifiers Mapped (Note all that apply: ISIN, CUSIP, SEDOL, FIGI, exchange ticker, PermID, RIC, Others describe)	<input type="checkbox"/> ISIN <input type="checkbox"/> CUSIP <input type="checkbox"/> SEDOL <input type="checkbox"/> FIGI <input type="checkbox"/> Exchange Ticker <input type="checkbox"/> PermID <input type="checkbox"/> RIC <input type="checkbox"/> Other (describe): Click here to enter text.	Select the security identifiers mapped in the data

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3.6	Do you include company operational KPIs in your data set?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Define company operational KPIs (quantifiable values expressing business performance) included in the data. Attach a list of the KPIs to this tear sheet.
3.7	If include company operational KPIs, do you map your operational KPIs to financial KPIs reported by the company?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Are company operational KPIs mapped to financial KPIs reported by the company
3.8	Any Other Taxonomies Mapped? (Note all that apply: Sector, Country, Company, Brand, Product, location, SKU, KPIS, Other describe)	In our Google data set we have breakdowns by industry vertical (22 in total). In our Pinterest data we set we have breakdowns by industry vertical (3 in total).	Other taxonomies included in the data
3.9	Data Standards Adhered to:		
	Character Encoding	UTF-8 <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ISO 10646 Standard
	Column Headers	Alphanumeric and underscore characters only <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Standard practice
	Date	YYYY-MM-DD Format <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ISO 8601
	Time	HH:MM:SS.mmm Format <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ISO 8601
	Time Zone	8601 UTC Format <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ISO 8601
	NULL	Empty String <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Standard practice
	Boolean	0/1 <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Standard practice
	Percent	Represented as a FLOAT (e.g. for 15%, it should be 15, not 0.15 or 15%) <input type="checkbox"/> Yes <input type="checkbox"/> No	Standard practice
	Currency	3-character ISO Code <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ISO 4217
	Country	2-character ISO Code <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ISO 3166-1
	State/Province	2-character ISO Code <input type="checkbox"/> Yes <input type="checkbox"/> No	ISO 3166-2
Stock Exchanges	MIC codes <input type="checkbox"/> Yes <input type="checkbox"/> No	USO 10383	
3.10	Point-in-Time Methodology?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Point-in-Time data reflects only the information that was known at the time, thereby eliminating look-ahead and look-behind biases
3.11	If Point-in-Time Methodology used, then how? (e.g., true, backfilled, other please describe)	<input checked="" type="checkbox"/> True <input type="checkbox"/> Backfilled <input type="checkbox"/> Other (describe): Click here to enter text.	True: data collected on event date Backfilled: missing past data is backfilled
3.12	Timestamps added?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Identify whether timestamps are added to the data
3.13	If timestamps are provided, describe points at which timestamps are included in the data set.	Timestamps provided for: <input type="checkbox"/> Time received by vendor from source <input type="checkbox"/> Time data effective <input type="checkbox"/> Time entered by vendor <input type="checkbox"/> Time made available to client <input type="checkbox"/> Other (describe): Click here to enter text.	Details about points at which timestamps are included
3.14	Forecasts made?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Select if you provide forecasts
3.15	If Forecasts made, describe how?	Click here to enter text.	Provide methodology applied to determine forecasts

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3.16	Data Catalogue available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	A dictionary that includes the naming of the fields/tags with corresponding definition of each
4 CASE STUDY			DEFINITION
4.1	Summarize common use cases	Measure QoQ and YoY growth in spend, CPCs, and CPMs by ad network.	Outline some use cases that the data is relevant for
4.2	1 detailed case study (can be attached)	N/A	
5 BACKTESTS			DEFINITION
5.1	Back test available? If available, please attach details.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Select if you run backtesting on the data
5.2	Back Test Methodology?	Click here to enter text.	Details about backtest methodology
5.3	Date of Last Back Test	Click here to enter text.	Select last backtest date
6 TECHNICAL			DEFINITION
6.1	Data delivery method (SFTP, email, API, Other please describe)	<input type="checkbox"/> SFTP <input type="checkbox"/> Email <input type="checkbox"/> API <input checked="" type="checkbox"/> Other (describe): AWS Bucket	Method of data delivery
6.2	Data location (AWS S3, Azure, GCP, Snowflake, Other please describe)	<input checked="" type="checkbox"/> AWS S3 <input type="checkbox"/> Azure <input type="checkbox"/> Google Cloud Platform <input type="checkbox"/> Snowflake <input type="checkbox"/> Other (describe): Click here to enter text.	Location of delivered data
6.3	Delivery format	<input checked="" type="checkbox"/> CSV <input type="checkbox"/> TSV <input type="checkbox"/> Excel <input type="checkbox"/> Parquet <input type="checkbox"/> JSON <input type="checkbox"/> PDF <input type="checkbox"/> Other (describe): Click here to enter text.	Data format at delivery
6.4	Full size including history (in GB)	~10MB	Full size of the data
6.5	Monthly size growth (in GB)	.01MB	Monthly growth in size of the data
7 SUPPORT			DEFINITION
7.1	What Is Your Support Model?	Email, phone	Customer support provided via email/ phone or other methods
7.2	Support Hours	9 am- 5pm	Customer support hours
7.3	Support Time Zones	ET	Time zone(s) of customer support
7.4	SLA For Delivery Issues	48 hour SLA for any issues with data delivery	Describe SLA (Service-Level Agreement) for delivery issues
7.5	SLA For Outage	48 hour SLA for any outage	Describe SLA for outages
7.6	Support Team Contact Details (Name)	Adam Lovallo	Support team contact's name
7.7	Support Team Contact Details (Phone)	+1-347-450-9248	Support team contact's phone number
7.8	Support Team Contact Details (email)	adam@caladandata.com	Support team contact's email address
8 CONTRACT AND TRIALS			DEFINITION
8.1	Licensing structure	Annual licensing agreement by ticker	Different options for license the data copy & redistribution separate
8.2	Pricing model	Flat annual	Pricing framework based on usage type. E.g. Flat Annual, Per User, By AUM
8.3	Contract lengths	90 days	Length of trial period
8.4	Is there a trial cost? If yes, how much?	No	State if there is a trial cost and how much
8.5	Trial time period	<input type="checkbox"/> 30 days <input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> Other (describe): Click here to enter text.	How long you allow to trial your data
8.6	Trial restrictions	None	Restrictions regarding the trial
8.7	Other trial notes	Click here to enter text.	Any additional information regarding trials
8.8	Do you provide a soft dollars arrangement? If yes, please describe.	<input type="checkbox"/> Yes, Please describe: Click here to enter text.	

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		<input checked="" type="checkbox"/> No	
8.9	Do you provide analysis with your data? If yes, please describe	<input type="checkbox"/> Yes, Please describe: Click here to enter text. <input checked="" type="checkbox"/> No	Describe if any and what type of analysis is provided with the data
8.10	Do you provide for redistribution license to clients' customers?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Some clients will have a need for providing access to vendor data to their clients
9	LEGAL AND COMPLIANCE		DEFINITION
9.1	NDA required?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Select "Yes" if a separate NDA is required
9.2	PII?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Select "Yes" if the data contains personally identifiable information
9.3	MNPI?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Select "Yes" if the data contains material non-public information
9.4	Indemnification Terms	Click here to enter text.	Enter standard indemnification terms
9.5	FISD Due Diligence Questionnaire standard contract compliant?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Consult and complete the FISD Due Diligence questionnaire