

# Raw Transactions & Domains Entity Mapper

ADG Alternative Data Tools Suite

## About ADG

**Alternative Data Group API** is a leading provider of Alternative Data Research and Development for institutional investors. ADG has pioneered the creation of tools being used by the investment community for deriving insights from alternative data.

## Coverage



**Global**  
**\$20MM +** Company Size  
**Public + Private** Companies  
Daily Updates

## Methodology



**180M** Company Entities in a Knowledge Graph Database  
**85K** Lines of Code  
**11** External APIs in Use  
**4 Years** of Development by AI researchers  
**3 Weeks** of Deep Neural Network Training on Massive AWS GPUs  
**0** Regular Expressions

## Competitive Landscape



**\$200K/Yr** Supporting an internal team of data scientists  
**\$60K/Yr** Updating a constantly breaking set of regular expressions  
**\$250K/Yr** Buying already mapped data from a CC data intermediary  
**\$20K/Yr** ADG solution

## API Overview

The **Alternative Data Group API** is a service that reliably provides structured company information from unstructured merchant transaction data or domain names.

### API SUMMARY

Path	Purpose	Method
/domain-mapper	Maps domain names to structured company information	POST
/merchant-mapper	Maps raw transaction text (e.g. credit card transactions) to structured company information	POST
/root	API health check that returns an 'OK' message. This is helpful to status and authentication	GET

### RESPONSE FIELDS

Key	Description	Example
Original Input	Input text	PURCH 51223 BANANA REP STORE #XXX267XSANFRACA
Company Name	The merchant's most commonly used name	Banana Republic
Aliases	Other names used to refer to the company	Gap Inc.
Confidence	The confidence score for the main match is a numeric score	0.98
Confidence Level	Either "low", "medium", or "high"	HIGH
Alternative Company Matches	Any other company names that are also likely to be correct answers	
Related Entities	Other companies that have a legal relationship with the target company	Old Navy
Ticker	Financial ticker, if the company is publicly traded	GPS
Exchange	Primary exchange where the company' stock is traded, if public	NYSE
Ticker Company Name	Name of the company used in the exchange, if public	GAP INC/THE

### COMPATIBLE DATA SETS

Dataset	Raw Input	Output Notes
Bank and Credit card transactions	"Purchase #XX256XX WORLDGATE 9 THEATRES HERNDON VA"	Resolves to AMC Theatres, the parent company (NYSE:AMC)
Email/Consumer receipts	"Air Jordans"	Resolves to NIKE (NYSE:NIKE)
Web Traffic	aloftnewyorkbrooklyn.com	Starwood Hotels (NYSE:HOT)
Medical Devices	'SYSTEM VALVE DELIVERY CORE VALVE TRANSCATHETER'	Medtronic (NYSE:MED) is found as well as the Cardiac and Vascular

### LIVE DEMO DOCUMENTATION

Docs: [developer.altdg.com/docs](https://developer.altdg.com/docs)

Link: [Google Sheet powered by a live ADG API backend for easy testing. No sign-in required.](#)

### REQUEST EXAMPLE

```
curl -X POST 'https://api-2445582026130.production.gw.apicast.io/merchant-mapper?X_user_key=f816b9125492069f7f2e3b1cc60659fd' -d '{"Purchase #667 banan rpbl store xxx"}'
```

### RESPONSE EXAMPLE

```
1  "Company Name": "Banana Republic",
2  "Aliases": [],
3  "Confidence": 1.4697699418267034
4  "Confidence Level": "High",
5  "Alternative Company Matches": [
6    "Banana republic"
7  ],
8  "Related Entities": [
9    {
10     "Name": "Gap Inc",
11     "Closeness Score": 2.4331727027893066
12   },
13   {
14     "Name": "Piperlime",
15     "Closeness Score": 1.5612573432922363
16   }
17 ],
18 "Ticker": "GPS",
19 "Exchange": "NYSE",
20 "Ticker Company Name": "GAP INC/THE"
21 }
22 }
```

### PRICING

Visit [developer.altdg.com](https://developer.altdg.com) for pricing info or contact ADG Sales at [sales@altdg.com](mailto:sales@altdg.com)

### ACCURACY & CONFUSION MATRIX

Overall out-of-sample accuracy = **98.8%**

	PREDICTED	
ACTUAL	TP=988	FP=2
	FN=10	FP=NA