

bright data

2022

Bright Data

Press Kit



Bright Data at a glance

Bright Data is the industry leading web data platform - innovating products that make public web data accessible to all.

The company's 350+ team members support an array of organizations including Fortune 500 companies, small businesses, academic institutions, public sector bodies and nonprofits who rely on Bright Data's solutions to retrieve public web data at scale, so they can research, monitor, analyze data and make better informed decisions for their organizations.

Bright Data has 15,000+ customers worldwide, located across almost every industry sector. The company creates a wide array of products and solutions that preserve a transparent internet, where anyone can easily access and collect public web data.

While the internet is the largest public database in the history of mankind, it's not openly accessible to all organizations or to different parts of the world. Therefore, Bright Data creates products that include a range of no-code data solutions utilized by all organizations as well as a robust infrastructure used by engineers and IT professionals, to retrieve crucial public web data in the most efficient, reliable and flexible way.

To support its web data platform, the company follows the notion of full transparency and developed a comprehensive compliance process and global department to ensure that only approved and verified organizations can access Bright Data's web data platforms.

Bright Data also greatly invests in driving forward compliance-driven and industry-wide standards in addition to its internal operations - aiming to advance external policies for reliable and trustworthy data collection practices.

In 2020, Bright Data opened its first US offices in New York City, further expanding into San Francisco in 2021.

Also in 2021, it launched The Bright Initiative, a separate organization from Bright Data that forwards pro-bono access to Bright Data's leading technology and expertise to NGOs, NPOs, academic institutions and public bodies striving to drive positive change throughout the world.

Bright Data recently announced that it had surpassed the \$100 million mark in annual revenue. It also acquired three companies in 2021 without external funding and additionally supported 342 pro-bono projects throughout the year through The Bright Initiative.

Bright Data leadership



Or Lenchner, CEO
Bright Data

Ever since his appointment as CEO of Bright Data, Or Lenchner has continued to expand the company's market base.

For the past three years, under Lenchner's leadership, the company has advanced its innovative data collection tools and expertise, and is now serving prominent organizations, including Fortune 500 companies, Ivy League universities, public sector companies and more.

Prior to his career at Bright Data, Lenchner founded and managed several web-based businesses, developing digital assets and online marketing programs.

Initially joining Bright Data as head of product development, Lenchner has quickly moved up in the company - being one of the pivotal members in the design of Bright Data's first product-driven by his firm belief in a transparent, compliance-driven web environment that serves both the public and the business sector as a whole.



Ron Kol, CTO
Bright Data

Ron Kol is a proven expert in developing and implementing data collection technology, and his belief in a free and transparent internet has been a key influence in his career.

Kol spent seven years at Jungo (now known as Cisco Videoscape), which develops software for the pay TV industry, as R&D Manager up to its acquisition by NDS in 2007.

Kol then moved to Hola VPN, where during his 11-year tenure as VP R&D from 2008-19 he led the development of Bright Data's first product in 2014.

He then rejoined Bright Data as CTO in 2019, two years after it split from Hola and was acquired by EMK Capital.

Bright Data history and timeline



How Bright Data's platform is utilized across multiple industries



E-commerce

Customers:

- Online retailers
- Brand wholesalers

In e-commerce, Bright Data helps companies gather reliable data automatically, and routinely, from public e-commerce websites in order to assist companies with:

- Real-time pricing strategies/comparison
- Product development and innovation - finding the right product and leveraging trends into new products and offers
- Brand protection against erosion, counterfeiting and slander - finding reproductions that harm a brand, allowing clients to put a stop to it
- Consumer sentiment - accessing and addressing online reviews, or gauging how a product or brand is perceived through social media posts
- Market research into new and emerging trends



Finance

Customers:

- Hedge funds
- Banks
- Investment funds

Bright Data provides financial institutions with the tools needed to better understand their markets and clients through access to public web data - allowing these institutions to:

- Analyze:
 - Customer spending patterns
 - Competing financial institutions
 - Social media trends
- Research:
 - Alternative investment data (e.g ESG ratings)
 - Market trends - focusing on equity and sustainability
 - Perform background checks



Travel

Customers:

- Online Travel Agencies (OTAs)
- Airlines
- Hotels
- Rental car companies

With price comparison being a critical part of daily operations in the travel industry, Bright Data assists OTAs and other travel providers to effectively:

- Gather and compare prices across the globe in real-time
- Perform local market research (i.e. reviewing hotels/resorts in close proximity)
- Collect public web data across multiple booking sites for hotels, as well as car rental or travel insurance agencies, for a better snapshot of the market



Security

Customers:

- Online security companies

Ensuring website protection against bad actors who threaten security and privacy is at the core of operations for many security companies. Bright Data products assist these companies by allotting them access to public web data, allowing them to:

- Perform website security testing - assessing possible threats
- Enhance cyber security protocols (e.g. penetration testing)



Marketing

Customers:

- Marketing/Advertising companies and in-house brand teams, across all industries (e.g. FMCG, automotive, fashion, luxury, B2B, etc.)

In 2021 digital ad fraud reached \$65 billion in cost. By using Bright Data's technology marketers can:

- Test and verify that advertising campaigns are effectively delivered to their target audience - actively working towards reducing the \$65 billion amount lost to digital ad fraud
- Conduct website/campaign quality testing and SEO
- Ensure brand protection against erosion, counterfeiting and slander

Bright Data use cases and testimonials



Cervello is a market-leading professional services firm dedicated to helping enterprises dramatically improve data management and business analytics. They specialize in data-intensive, analytical solutions for finance, sales, human resources, marketing, services and information technology.

Through Bright Data's [Data Collector](#) (automated web data collection platform), they have the ability to collect public web data with very quick turnarounds, and consistency in performance.

One of their clients, a large, multinational Consumer Packaged Goods (CPG) company, needed to collect large amounts of online data in the vitamins, minerals and supplements space. With the Data Collector, they just request the types of data needed (product attributes from tens of thousands of web pages), and it's delivered to them promptly in a CSV file.



"The main way Bright Data assists us in achieving our goals is by freeing up our time and allowing us to focus on our core business – building intelligent, insightful platforms for our customers."

Keith Amirault

Manager at Cervello, an A.T. Kearney Company



Thrift is a UK-based tech startup that lets users know what any item is worth on the resale market. This includes secondhand items, antiques, clothing, electronics, etc. Their goal is to make the second hand market more transparent for people so that more people can engage, buy and sell more. Unfortunately, many companies make it hard to get a transparent view for a particular product.

Bright Data's [Data Collector](#) collects all of that massive amount of public web data, and then the Thrift system organizes the data and makes it presentable for the end user.



"If we didn't have a reliable data provider that simplified the hard work of collecting, preparing and providing all of that public web data for us, it would be nigh on impossible to show transparency for the second-hand and resale market."

Mark O'Hara

Founder at THRIFT



Red Points is a global industry leader in brand protection - #3 in the world - with offices in New York, Barcelona, Beijing and Salt Lake City. In real terms, their goal is to stop revenue decreases and brand erosion from counterfeits, piracy, impersonation and distribution abuse.

Their data collection operations are mostly concentrated on identifying potential product fraud, illegal representation of brand names and the illegal display of brand products. They also search for videos, images and audio files that may breach Intellectual Property Rights (IPR).

Bright Data's automated data collection solutions provide Red Points with the optimal tools to comprehensively address brand protection from every angle.



"Bright Data allowed Red Points to re-allocate its workforce from debugging and unblocking tasks to other activities, saving the company great resources. Bright Data's automated data collection tools provided Red Points with the optimal tool to comprehensively address the mission of brand protection from every angle."

Juan Galdeano
CTO at Red Points



Bright Data in the Media



[Bright Data CEO: "We have crossed \\$100 million in annual revenue"](#)



[Reflections on the National Data Strategy Forum and data priorities going forward](#)



[Bright Data: "Powering The Real-Time Economy With Automated Web Data Collection"](#)



[The Bright Initiative partners with accelerator Subak to help face climate emergency](#)



[Israeli Big Data unicorn Bright Data, is breaking down barriers of public web space](#)



["The internet is maybe the greatest database ever created"](#)



[Bright Data Announces Latest Market-Leading Compliance Measures In Annual Update](#)



[Luminati Networks Becomes Bright Data with Focus on Web Transparency and Continuous Innovation](#)



[Why Tim Berners-Lee's New Venture Is The Wake-Up Call The Data Industry Needs](#)



[Learn How to Use Publicly Available Web Data | Apple Podcast | Or Lenchner, CEO at Bright Data](#)

The Bright Initiative

[The Bright Initiative](#) is a global pro-bono program and separate organization from Bright Data that uses public web data to drive positive change.

Powered by Bright Data, the Initiative provides public bodies, non-profit organizations and academic institutions around the world with data and expertise to tackle the most pressing global issues of our time.

The initiative supports 350+ partner organizations, 70+ NGOs, 120+ academic institutions (including 75% of the global leading universities), 3 national data strategies and 41 research projects to date.

Making an impact in the following areas:

- Promotes data-driven research and professional expertise through public web data collection
- Promotes public well-being through its work with sustainability and socially engaged partners
- Supports environmental causes such as fighting global climate change
- Promotes web-transparency and a trusted digital ecosystem through driving policy
- Drives forward data-driven strategies to benefit our economy and society, among other examples

the**bright**
initiative

The Bright Initiative Partnerships

The UK National Data Strategy (NDS)

The Bright Initiative is supporting the implementation of the UK's National Data Strategy (NDS), working with the Department for Culture Media and Sport (DCMS) and a range of other partners on projects to help realize the strategy's social and economic ambitions. Specifically, the Bright Initiative is helping bridge the data skills education gap for the needs of UK industry.

Bright Data is also working directly with the DCMS team that is implementing the NDS, providing industry insight, including data markets, data sharing and data-driven skillset.



FindAShot.org

The Bright Initiative partnered with FindAShot.org, a community service project that had helped thousands of Americans find available COVID-19 vaccination appointments at local pharmacies across the United States during the early stages of the vaccine rollout.

At the time of the Pfizer vaccine release, Americans found it nearly impossible to book, let alone find, open vaccination appointments as it required frequently searching individual pharmacy locations to find out the availability of each unique location.

To solve this problem, FindAShot.org used the Bright Data Web Unlocker to scale its abilities to perform automated web data collection from pharmacy appointment booking sites across the US, with the intent on designing a tool that would structure the web data and display it online for public access.

Using the Bright Data tools, FindAShot.org built an automated online appointment checker that served as one streamlined search engine, like a "KAYAK" for COVID-19 vaccination appointments, which showed all the pharmacies with current appointment availability - solving a major issue for thousands of Americans in a most crucial time.



HTI Labs

The Bright Initiative is supporting Human Trafficking Initiative (HTI) Labs on a project that aims to fight human trafficking in the commercial sex industry. The HTI Labs project evolved out of the necessity to deal with the lack of data on trafficking and ultimately led to its novel approach of using online commercial sex advertisements, data science and network analysis to identify potential trafficking networks within the commercial sex industry.

The Bright Initiative's partnership with HTI Labs allows them to collect data from public online advertisements, and after making connections through the data, it's able to predict trafficking risk and push the high-risk leads over to its law enforcement partners.



Some of The Bright Initiative's partner organizations



Member of
WIPO Alert



the **bright**
initiative

The Bright Academy

The Bright Initiative has hosted and participated in 144 educational masterclasses, workshops and seminars this year. Below is a snapshot of some of them:



- The Bright Initiative was invited to provide an educational session for [Meta](#)'s Digital Health program. Meta hosted representatives from early-stage startups in the digital health sphere that aim to utilize technology to help people better their health and wellbeing. The session was based on the importance of alternative data in healthcare and its vast potential in helping the digital health world drive forward their critical missions.
- On November 23, representatives from [Collab Group](#) colleges sat down with Sandy Grom, the Assistant Director of Skills and Inclusion from [Department for Digital, Culture, Media and Sport \(DCMS\)](#), and Or Lenchner, CEO of [Bright Data](#) and member of the UK Government's National Data Strategy Forum, for a roundtable discussion on how to bridge the data skills gap between UK graduates and the needs of UK industry.
- At Rice University in Houston, Texas, Microsoft Israel R&D Centre's Chief Scientist Dr. Tomer Simon alongside Bright Data's CEO Or Lenchner [explored the different questions raised when approaching data at a mammoth scale](#). The focus of the workshop was to champion a "do no harm" approach when accessing and approaching data using AI, and to take a closer look at the ethical, compliance-driven processes and questions one must address when doing so, even when approaching what is considered to be "public domain data."

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