

FREE EXTERNAL DATA SOURCES AND WAYS TO COLLECT DATA

DATA.GOV

Provides over 150,000 datasets available through federal, state and local governments.

WORLD BANK OPEN DATA

Population demographics and a vast number of economic indicators from across the world.

IMF ECONOMIC DATA

International financial statistics, regional economic reports, commodity prices, investments, etc

GOOGLE FINANCE

Real-time stock quotes and charts, financial news, investments, currency conversions, etc.

NATIONAL CENTER FOR EDUCATION STATISTICS

Data related to education

GOOGLE SCHOLAR

Academic papers such as journals, books, legal cases, theses, white papers, and court opinions

SOCIAL MENTION

Online social media search and analysis software that aggregates content from across the universe.

GLASSDOOR

Job portal with millions of company reviews, CEO approval ratings, salary reports, etc.

GOOGLE ALERTS

Alert service that allows you to follow mentions on the internet about anything you want

GOOGLE TRENDS

Allows you to examine and collect data on trending news stories around the world

SOCIAL NETWORKS

Facebook, Twitter, LinkedIn, etc. provide information about who is talking about what, when, where, and why

HUBSPOT

Marketing statistics and trends in areas such as Organic Search, Ecommerce, Local SEO, Mobile Search, etc.

CRUNCHBASE

Platform for finding business information about private and public companies

OCTOPARSE

A powerful online tool for scraping any type of web data quickly and easily

AMAZON PUBLIC DATA SETS

Here you can find large datasets relating to biology, economics, chemistry, physiology, etc.

HEALTHDATA.GOV

Provides online high-value health data accessible to entrepreneurs, researchers, and policymakers.

CRAYON INTEL FREE

Helps you track, analyze, and act on many things that happen outside of your business

TALKWALKER'S FREE SOCIAL SEARCH

A real-time free social media search engine that can provide you with unlimited searches across all major social networks

SITEALERTS

A free online tool that provides you with a lot of marketing stats about any website you want

RANK SIGNALS

One of the greatest tools that allow you to discover SEO backlinks and traffic sources of your competitors

FEEDLY

A free news aggregator site that allows you to keep up with all the topics that matter to you.

ADBEAT

If you are searching for tools that provide deep insights into the world of digital advertising, Adbeat can be your answer

MAILCHARTS

It collects emails from competing campaigns to help you develop your own. Mailhcharts has an enormous library of emails from countless brands.

KLEAR

A tool that audits influencer activities on social media accounts. Thus, you can find out influencers and connect with them.