

BUYER'S GUIDE

Best Practices for Marketing Database Cleanse





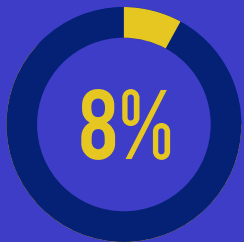
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B2B professionals and managers surveyed



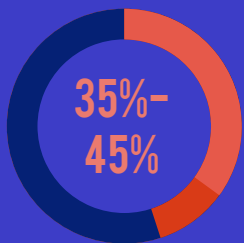
ADOPTION

Only 1.2% have achieved B2B intelligence and maturity in the space



USE CASE

Only 8% of marketing professionals say their data is between 91% to 100% accurate.



RESULTS

Those who utilize sales and marketing intelligence have realized 35% to 45% higher-quality leads leading to revenue growth.

SUMMARY

In 2019, ZoomInfo commissioned Forrester Research to conduct a thought-leadership paper titled; *B2B Sales and Marketing Intelligence Solutions Drive Improved Business Outcomes*, to evaluate the state of B2B marketing and sales practices.

Throughout the study, they found that although companies are trying to actively improve their more sophisticated B2B sales and marketing intelligence practices, very few companies are truly mature...

What's involved in this maturity process? **Having an accurate and up-to-date database.**

Your database is a massive asset to your marketing practices, even if the information needs to be continuously appended with new information. With this eBook, you'll learn how to get the most out of your database cleanse and find an appropriate vendor for your B2B marketing objectives.

WHAT'S COVERED

Finding a vendor to cleanse and optimize your marketing database can be difficult if you don't know what to look for. ZoomInfo has produced this eBook to help marketing leadership understand best practices around cost and value when it comes to choosing a B2B contact data provider. This buyer's guide will cover:

1. **Buying Considerations**

Review of important terminology, metrics, and pricing models related to database management projects.

2. **Guide: Database Audits**

Know what to look for in a vendor-supplied database report before entering an agreement.



Buying Considerations

Navigating the vendor landscape doesn't have to be difficult. We'll discuss the important metrics to consider when choosing a provider.

BUYING CONSIDERATIONS

Key Terms

It's important that your buying committee understands the terminology related to contact and account data management so you can maintain control of the entire process. If properly vetted, success is in your hands.



Update:

B2B contact data provider updates pieces of inaccurate information within contact and account record.



Append:

B2B contact data provider fills in empty contact and account fields with up-to-date information.



Confirm:

B2B contact data provider confirms accuracy of fields in contact and account records.



Segment:

B2B contact data provider organizes contacts and accounts by common demographic/ firmographic criteria.

BUYING CONSIDERATIONS

Match Rate

The rate at which vendors can match information in their database to their customer's database.



WHAT YOU SHOULD KNOW:

The higher the match rate, the more a vendor can help cleanse, append, and confirm contact and company information. However, it's important to understand that all "matches" are not created equal. It's critical to establish exactly which fields a vendor matches to and if their database brings new information that meets your needs.

Let's pretend your goal is to cleanse and append all the email addresses within your database. If a vendor claims to match a record, but only has the contact's company phone or another extraneous field, then is it really a match? No, not at all.

As we'll explain in the next section of this guide, this is the level of detail you should have access to before entering an agreement with a vendor.

BUYING CONSIDERATIONS

Match Rate

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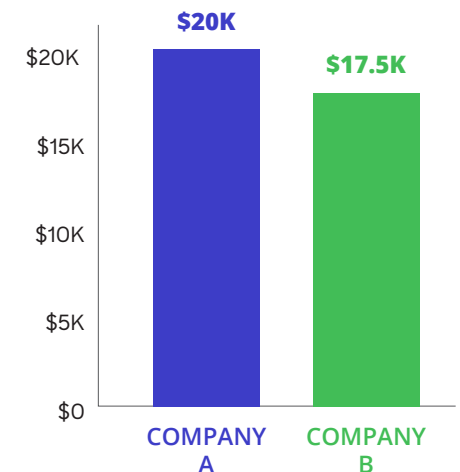
Let's examine two common pricing models B2B contact data providers use. Pretend two organizations, Company A and Company B, each have an identical marketing database of 200,000 records. Company A engages with a B2B contact vendor that uses a "fixed cost" pricing model, while Company B's vendor uses a "cost per match" model.

COMPANY A FIXED COST VENDOR - 200,000 records -	COMPANY B COST PER MATCH VENDOR - 200,000 records -
Total cost is based on the size of the database	Cost is based on the number of records a vendor matches, the size of database is irrelevant
Vendor prices the project at \$.10 per contact, which leads to an up-front total cost of \$20,000 . The vendor then runs a match analysis and brings back 50,000 updated records .	Vendor returns 80,000 records to be updated . With an exceptional match rate, the vendor prices the project at \$.35 per match, which leads to a total potential cost of \$28,000 .
TOTAL COST PER RECORD: \$.40	TOTAL COST PER RECORD: \$.35

WHAT YOU SHOULD KNOW:

Two drawbacks occurred with Company A's vendor. The organization missed out on an opportunity to update 30,000 more records. Secondly, \$.05 difference in cost per updated record may not seem expensive, but the pennies add up. For example, let's assume the vendor serving Company B could only update the same amount of records (50,000 contacts) as the vendor working with Company A. The difference in CPM adds up to \$2,500 or 13% of the project's total cost.

TOTAL COST (FOR 50K CONTACTS)



GUIDE: **Database Audits**

Leading B2B contact data providers will produce a comprehensive report about the current health of your database free of cost prior to entering an agreement. Here's a comprehensive guide on what to look for.

GUIDE: DATABASE AUDITS

Overview

After developing a short list of B2B contact vendors to compare, you should consider the pricing metrics, but also understand how to maximize the value of your project.

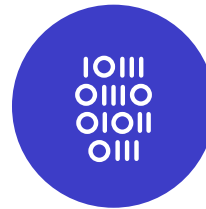
Make sure your database audit includes the exact information that will be either appended, updated, or confirmed so your organization can get more for its money.



WHAT YOUR FREE DATABASE AUDIT SHOULD INCLUDE:



Match Rates



Information Matrix



Accurate Contact Data



Persona & Industry Insights

Let's look at a sample report to further understand the different pieces of information that should be included in your audit.

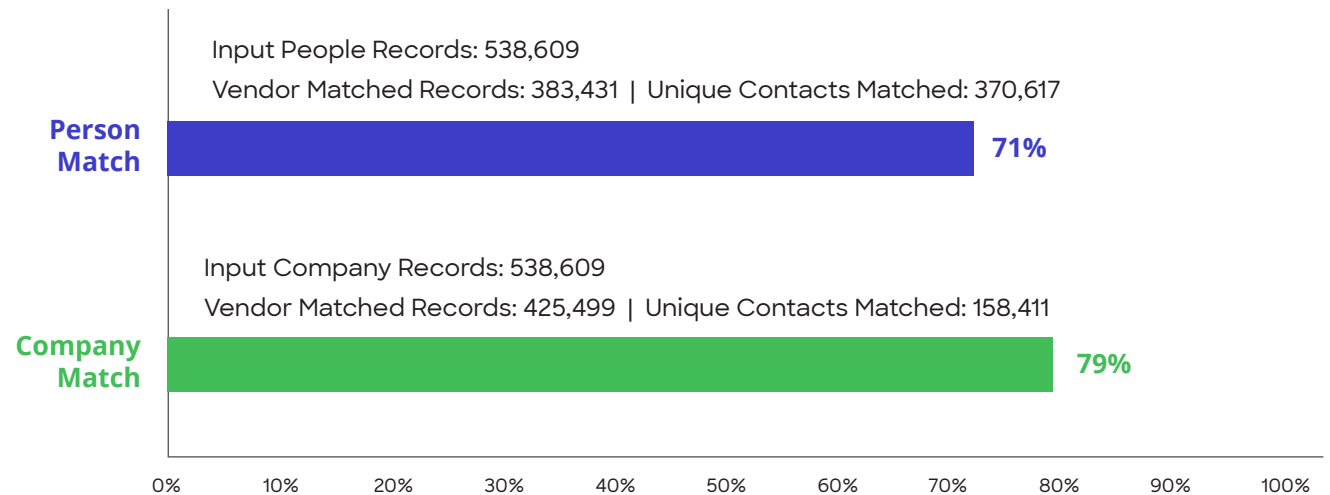
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Match Rates

Beyond illustrating match rates, a report should include deeper insights into how a vendor can fulfill your needs.



The report should help potential customers easily understand the overall match rate that the vendor can match to, both on a “people” (contact) and “company” level. However, because a match rate is not nearly enough insight, the report should go deeper and include specifics to determine whether a vendor can meet your needs.



GUIDE: DATABASE AUDITS

Information Matrix

Here's where transparency comes into the picture in a contact data management project. A vendor could claim to match to a record, but may only have irrelevant information that doesn't meet your needs.

Be wary of vendors that do not explicitly reveal which pieces of information they can append, update, confirm or cannot provide. In the chart below, you can clearly see the types of information a vendor could provide their customer.

NEW: Vendor able to append data to empty Customer record field | **UPDATE:** Vendor has updated data in Customer record field | **CONFIRMED:** Customer and Vendor has same data in record field | **EXISTING:** Customer has data in record field, Vendor does not | **EMPTY:** Neither Customer nor Vendor has data in record field

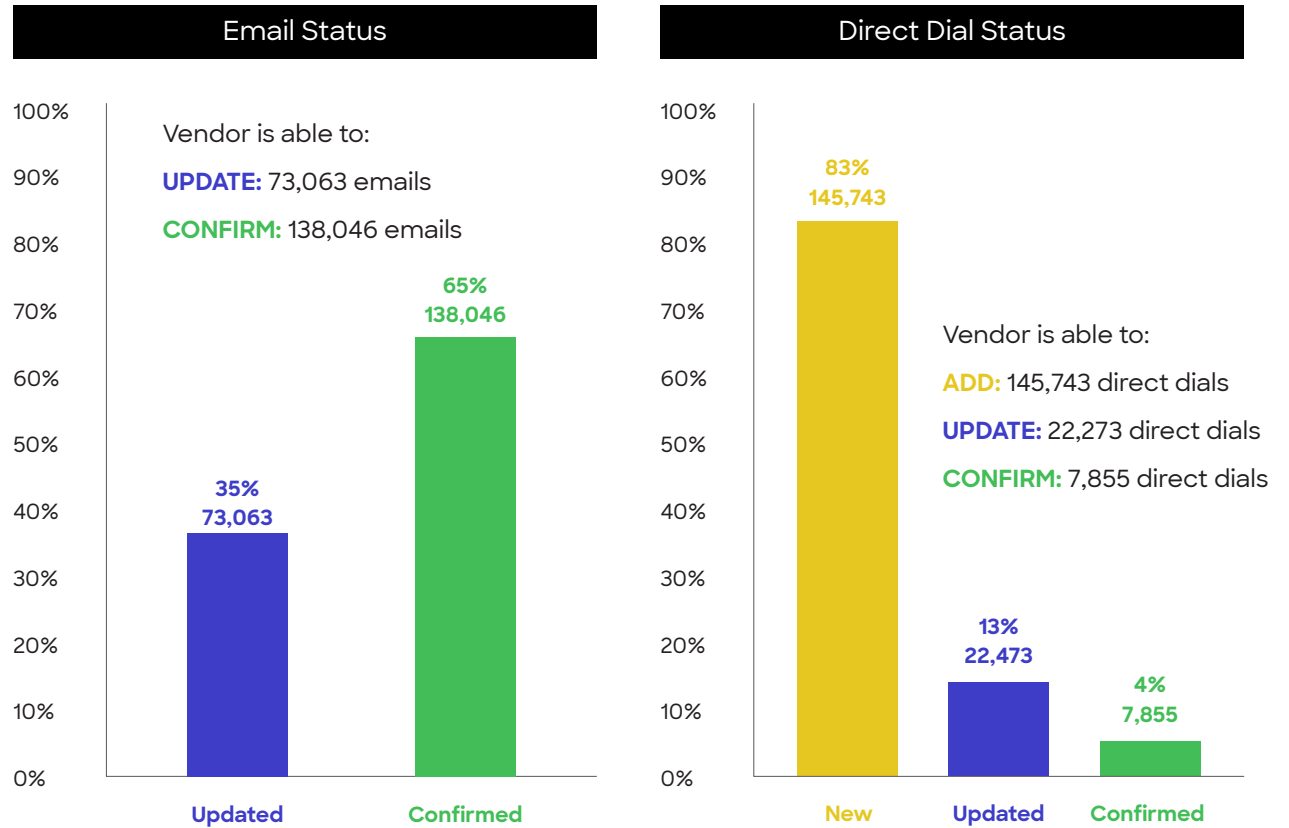
COMPARE	NEW	UPDATE	CONFIRMED	EXISTING	EMPTY	GRAND TOTAL
First Name	2 · 0.00%	26,785 · 5.51%	295,623 · 60.80%	163,791 · 33.69%	1 · 0.00%	486,202 · 100.00%
Last Name	1 · 0.00%	11,172 · 2.30%	311,232 · 64.01%	163,789 · 33.69%	8 · 0.00%	486,202 · 100.00%
Title	4,160 · 0.86%	244,601 · 50.31%	49,452 · 10.17%	165,618 · 34.06%	22,371 · 4.60%	486,202 · 100.00%
Function	209,342 · 43.06%				276,860 · 56.94%	486,202 · 100.00%
Email		73,063 · 15.03%	138,046 · 28.39%	275,093 · 56.58%		486,202 · 100.00%
Direct Dial	145,743 · 29.98%	22,473 · 4.62%	7,855 · 1.62%	44,181 · 9.09%	265,950 · 54.70%	486,202 · 100.00%
Industry	358,315 · 61.81%				127,887 · 26.30%	486,202 · 100.00%

GUIDE: DATABASE AUDITS

Accurate Contact Data

Having updated contact data is crucial for the overall success of marketing and sales objectives.

Most organizations that are in need of a marketing database cleanse want to ensure contact information is accurate so they can execute marketing campaigns and ensure sales can successfully follow up on leads. Consequently, vendors should include a section of their match report detailing the accuracy of contact information.

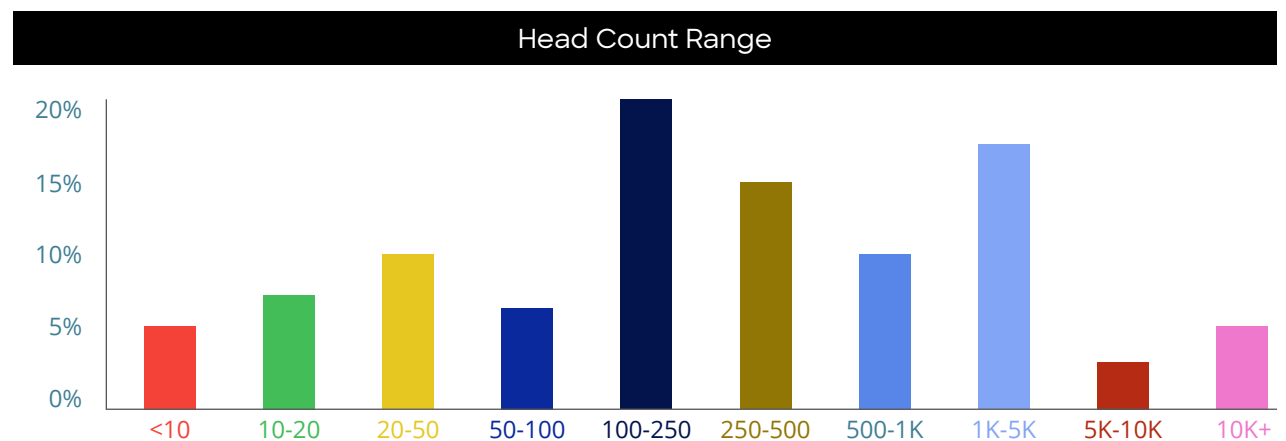
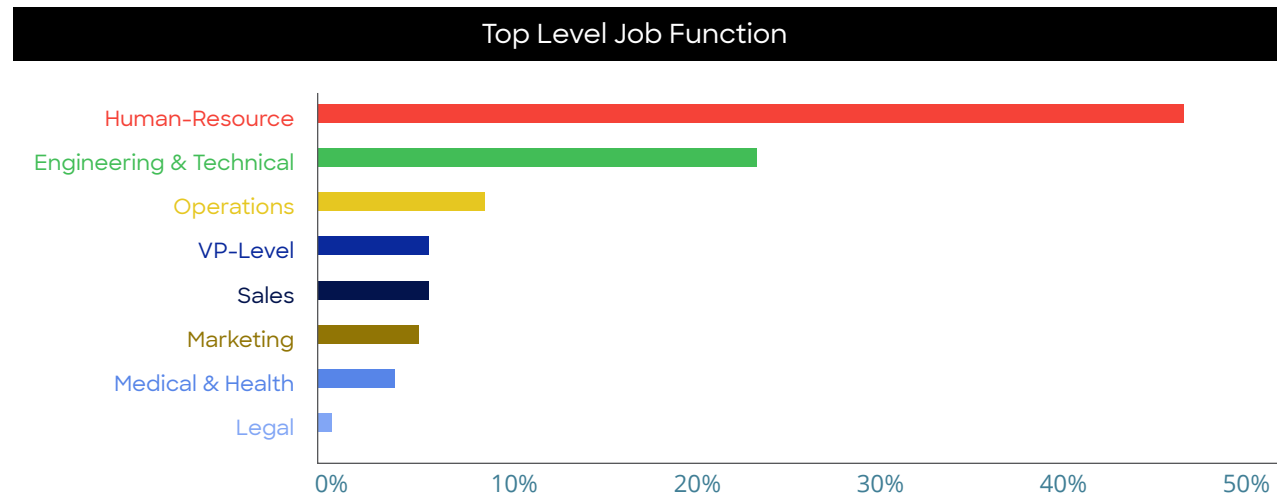


GUIDE: DATABASE AUDITS

Persona & Industry Insights

Personalized data is essential for implementing targeted marketing campaigns with enhanced precision.

Your complimentary report should include characteristics of your marketing database such as customized firmographic and demographic criteria. Examples to look for include management levels, job functions, industries, head count and revenue ranges. With this level of segmentation, your marketing team will be better equipped to develop and execute personalized campaigns.



Conclusion

You can control success through a transparent process.

Every component explained in this Enterprise Buyer's Guide should be provided to you free of charge by a B2B contact data provider. It's important to remember that all information is not created equal. Not only do you need to understand the volume of records each vendor can append, update, confirm, or segment, but also the exact types of information within those records.

If your organization needs its database cleansed, look no further than ZoomInfo Powered by DiscoverOrg. Using the market's best-in-class information available, your sales and marketing team will always be equipped with the data needed to hit their number.



It's not enough to grow your database. You have to keep your data clean - and do both in a way that's cost effective for the company. ZoomInfo has made those challenges a lot less daunting.

Anna Glushkovsky

Data Marketing Manager, Eloqua

Bad data was handcuffing the sales, marketing, channel, client development, field services, customer experience, and sales operations teams, ultimately making a big impact on our productivity, people, and revenue. ZoomInfo's accurate data allowed the sales team to spend more time selling and less time researching.

Sean Goldie

Senior Segment Marketing Manager, Concur

Start hitting your number with ZoomInfo.

Visit www.zoominfo.com or call 866-904-9666 to find out how.

