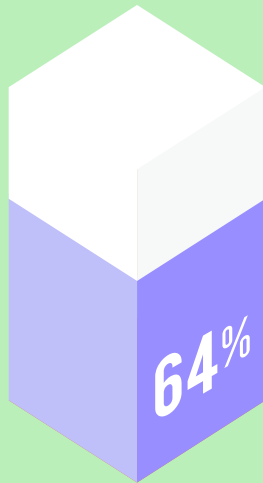


Why B2B Contact & Account Data Management Is Critical to Your ROI



\$14 MILLION

How much bad data costs organizations on a yearly basis. Source: Gartner Report ([source](#))



64% of “very successful” data-driven marketers say improving data quality is the most challenging obstacle to achieving success.

Source: ZoomInfo’s co-sponsored study with Ascend2, “Data-Driven Marketing Benchmarks for Success”

Summary

The data-driven age has brought upon an increased investment in contact and account data quality solutions. Businesses are realizing that it isn’t just about the volume of data they have available; it is about the accuracy of information. However, investing in new technology isn’t always easy. Organizations are required to do more with the same budgets and resources, or even less. Therefore, every dollar is scrutinized to a higher degree and continued investment requires proof of business change.

It can be difficult to show return on investment in data quality efforts. When data is accurate, information can be used with ease and individuals may not realize the value of data quality tools. It is only when data becomes inaccurate that individuals realize the operational, efficiency and customer experience costs of bad information. As a result, having metrics and showing a return on investment is vital.

What's Covered

Given its direct impact on marketing campaigns, reporting, and sales follow up, maintaining an accurate and consistent database is a top priority for B2B organizations. This eBook will help marketing leadership understand the impact of data management on your company's ROI in two distinct ways:

- 1. Understand The True Cost of Bad (and Good) Data**
- 2. Learn How to Achieve Clean Data**

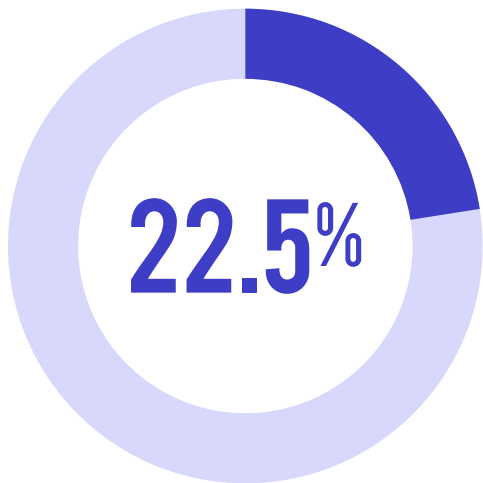


The True Cost of Bad (and Clean) Data

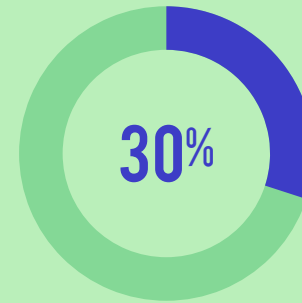
Bad data runs rampant throughout many organizations. Commonly, it can hinder business success and cost you a lot of money.

Overview

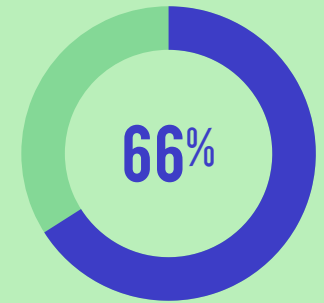
According to MarketingSherpa, marketing databases naturally degrade by about 22.5% every year. Data decay happens naturally because of how often people change jobs or titles, companies go out of business, and mergers occur. Because of this, many organizations are working with a B2B database that is cluttered with outdated, invalid, or incomplete contact and account records. Dirty data impacts all areas of an organization and, most importantly, your bottom line.



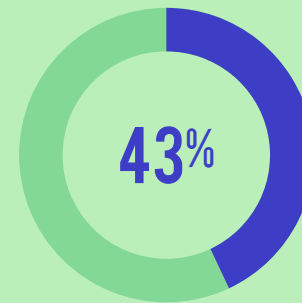
Marketing
databases naturally
degrade by about
22.5% every year



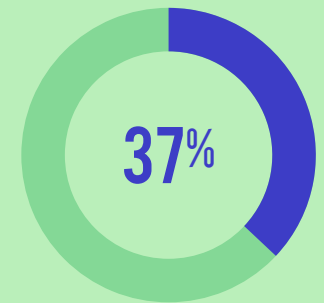
30% of people
change jobs annually



66% of people's titles
and/or job function
change annually



43% of people's
phone numbers
change annually



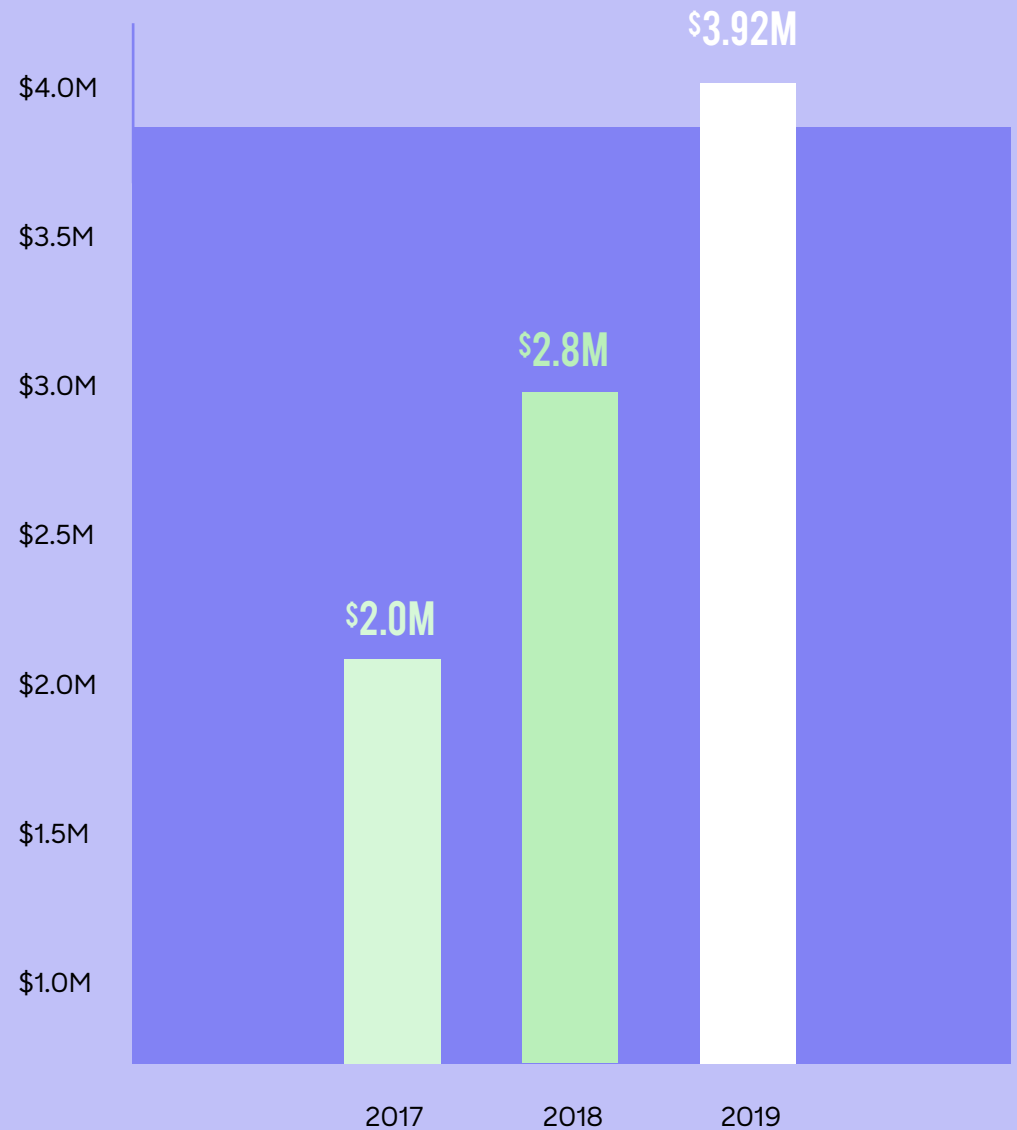
37% of email
addresses
change annually

Cost of Bad Data

It is estimated that in the U.S. alone, poor data costs organizations 1.3 billion dollars per year ([source](#)). While most people who deal with data every day know that poor quality is costly, this figure is still alarming. In fact, on average, corporate data grows at 40% per year and approximately 20% of it is dirty ([source](#)). Yet, most executives are oblivious to these data quality issues that are slowly eroding the value of their organizations.

According to SiriusDecisions, it costs \$1 to verify a record as it's entered, \$10 to scrub and cleanse it later, and \$100 if nothing is done ([source](#)). Keeping that in mind, and using a 100,000-record database, look at the enormous cost of bad data:

Cost of Bad Records



Impact of Dirty Data on Your Organization

Do you feel like your database is taking a toll on your teams' productivity? You're not alone. Per the latest research from the 2019 DemandGen Report, *75% of marketing professionals admit their database strategy could be improved.* And in fact, data quality has a strong correlation with sales and marketing performance. From

email deliverability to sales efficiency, dirty data will make an impact on internal productivity.

When organizations were asked to determine the impact of bad – or incomplete -- data on the company, here's what they said:



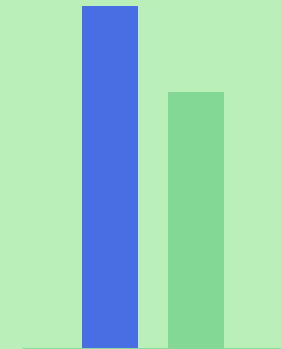
Untargeted email campaigns cost 3.6 times more than targeted ones

>3% RESPONSE RATE

50% of organizations reported a less than 3% response rate to untargeted email campaigns



44% said it affected the sales team's ability to reach key decision makers

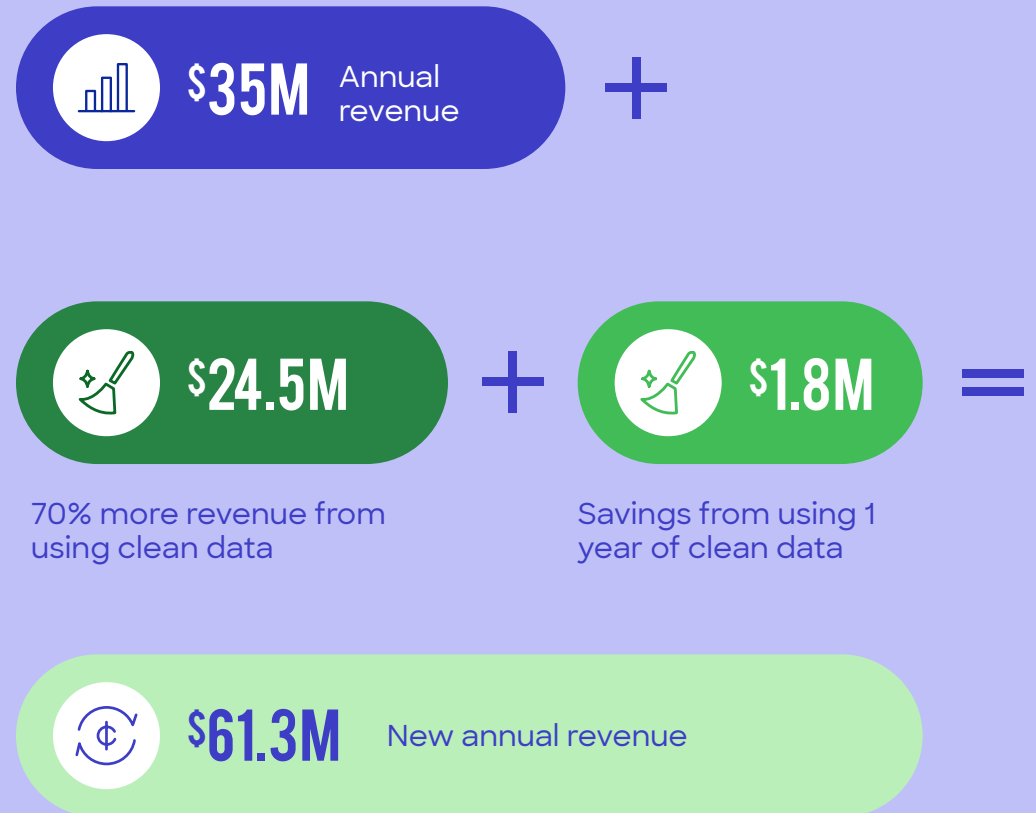


Conversion rates are 25% higher between the inquiry and MQL stages with clean data

Impact Of Good Data

You've heard about the bad, but what about the cost of clean data? Without question, there is a tremendous long-term cost savings if you implement sound data management processes. According to Sirius Decisions, an organization can generate up to 70% more revenue than another organization based solely on the quality of its data.

Hypothetically, let's say your organization has \$35 million revenue. Here's what the new revenue would look like using clean data:



Achieve Clean Data

B2B data isn't glamorous. Yet, without it, sales wouldn't happen and successful campaigns wouldn't exist. Learn how to analyze your existing marketing database and achieve positive ROI with a B2B contact data solution.

The 5 Cs of Data Quality

Analyzing marketing data can be a daunting task. We've compiled a framework, the "5 C's of data quality," to determine where your data is lacking.



Current: As contact and company data decays, it not only loses value, but it can hurt your business. What types of checks and balances do you have in place to ensure that your data stays current?



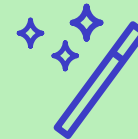
Consistent: From a technical standpoint, inconsistent data can hurt lead routing, scoring, and reporting. From a marketing standpoint, data consistency can be the difference between an effective and embarrassing attempt at personalization.



Coverage: Whether you want to identify your Total Addressable Market, cross-sell to a different department, or penetrate a new vertical, you need coverage to identify ALL the key stakeholders within a prospective account.



Correct: Think of how many times you've seen a new lead come in with a critical typo. Without correct contact information, your follow-up email will never reach the desired inbox.

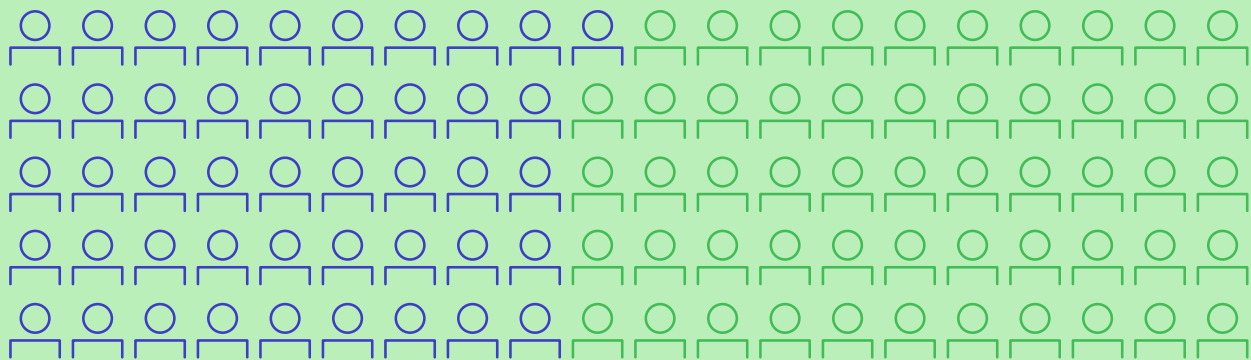


Complete: Shorter forms have better conversion rates. Unfortunately, this means less information to leverage while developing personalized follow up – unless you are using a B2B data provider to fill in any gaps.

B2B Contact Data Provider

Almost half of marketers said they don't have the time or resources to implement an effective data quality management process, but contact data solutions can help combat data decay within your marketing database. Here are three steps to consider when entering an agreement with a vendor:

- 1. Request a complimentary database analysis to assess existing health of your data
- 2. Determine match rate criteria on a field-by-field basis
- 3. Avoid fixed pricing models & understand cost per match



46% of marketers said they don't have the time or resources to implement an effective data quality management process.

Conclusion

ZoomInfo's best-in-class B2B data gives organizations the ability to understand the holes in their existing database and see the coverage it can help append, update, or confirm. Even better, ZoomInfo integrates with leading CRM and marketing automation platforms to ensure incoming prospect and company data is always current, complete, and correct.



“With access to direct dial phone numbers, our sales team is now 30% more likely to reach decision makers when calling. Marketing was also able to provide sales with the leads and contact information they needed and fast. If you are going to go through the trouble of running a lead generation program you need to make sure your sales team can continue the conversation.”

Kate Sarkissian

Senior Manager, Database Marketing, Brainshark



“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 the challenges [of data management] a lot less daunting.”

Anna Glushkovsky

Database Marketing Manager, Eloqua

Start hitting your number with ZoomInfo.

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

