SalesFolk™

The Impact of Data Quality on Email Marketing Success

A Case Study Comparison of ZoomInfo and DiscoverOrg

Email campaigns are a cornerstone strategy for outbound marketing and sales development alike. Whether it's account-based B2B strategy or traditional marketing, it's nearly impossible to generate leads without email. When inaccuracy plagues lead lists, whether purchased or in-house, bounced emails lead to spam reports - which may blacklist the entire domain.

SalesFolk, a highly trusted expert on outbound email for 500+ B2B sales and marketing teams, relies on email for their marketing efforts, and is always on the lookout for the best tools and strategies to get their clients the best results possible. In the past, SalesFolk has relied on ZoomInfo for sales intelligence data, but they were considering DiscoverOrg in an ongoing effort to improve data quality.

SalesFolk treats their own inside sales team as a laboratory for running experiments with new messaging, testing to see which tools consistently deliver the best email deliverability, and finding the fastest and most accurate ways to build highly targeted lead lists.

> "At SalesFolk, we're obsessed with productivity, especially sales productivity. As a former Economist, I'm always thinking about efficiency and opportunity costs. When evaluating sales tools for my team, I try to make sure that they will be able to work efficiently, but I'm always monitoring final results because just having a smooth UX isn't necessarily going to have the best email deliverability. And without that, the effectiveness of our email campaigns will be bottlenecked, and so will our sales pipelines," says SalesFolk CEO, Heather R Morgan.

The Experiment

The objective was to test different DiscoverOrg and ZoomInfo emails to see who had the best data quality data and produced the best results for SalesFolk's email campaigns. The main indicator of success is "positive response rate," but it's important to track all metrics throughout the funnel to get a clear understanding of the quality of the data - and how it affected the sales team's results.

1 Created an 8-touch email campaign to senior sales leaders at midsize and enterprise companies that had at least 3 inside salespeople.

2 Created two separate targeted email address lists pulled from DiscoverOrg and ZoomInfo; the lists were built using the same criteria and received the same email templates.
  ▶ ZoomInfo's list included 782 leads.
  ▶ DiscoverOrg's list included 200 leads.

3 Scrubbed the lists to remove text like "LLC" or "LTD" from company names so that any merge tags with company name wouldn't look weird in an email.

4 Sent the leads a series of 8 emails over approximately 7 weeks, removing any leads that had responded or bounced.

5 Tracked emails that bounced, were opened, and responded, across each of the 8 "steps" of the campaign.

The Results

In SalesFolk's campaign, DiscoverOrg beat ZoomInfo across every single touch point of the campaign, including positive replies and positive response rate. Even though SalesFolk used about **3x** more leads from ZoomInfo, DiscoverOrg email addresses yielded almost **10+** times more positive responses in the first touch alone.
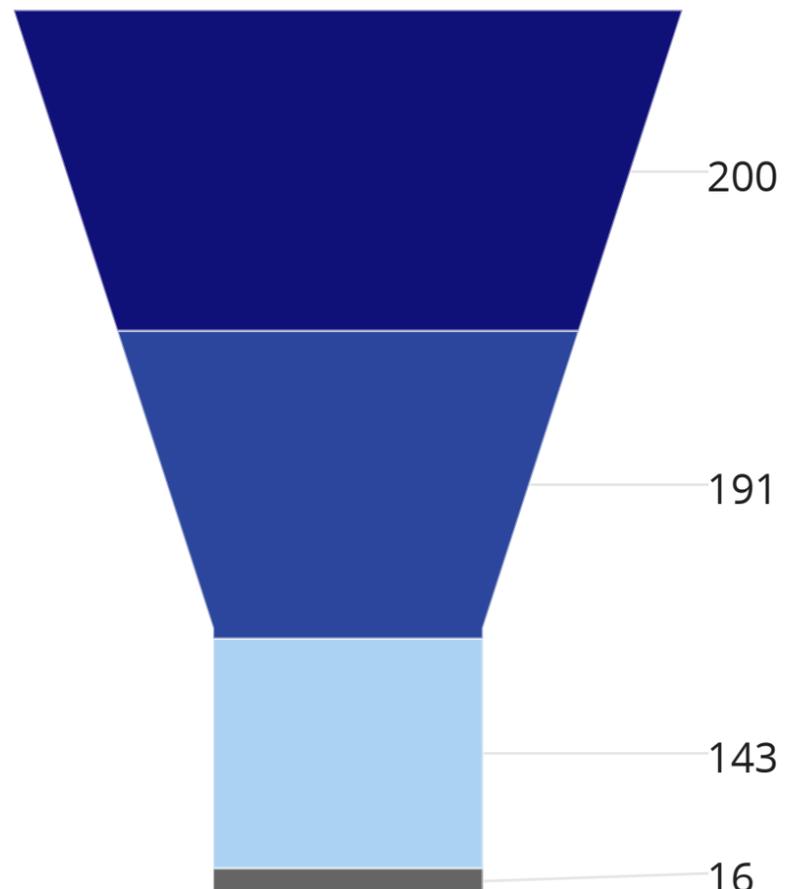
Results of Initial Email
(First Touch)

zoominfo.

782	
634	
99	
1	
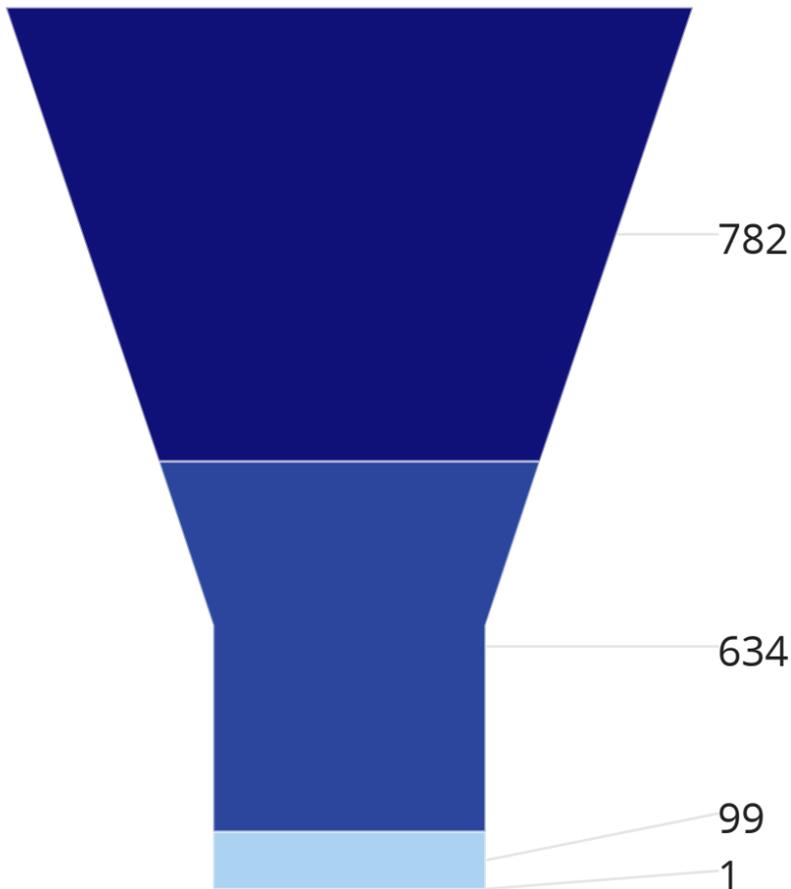
▼ Emails Sent — 782
▼ Emails Delivered — 634
▼ Emails Opened — 99
▼ Positive Replies — 1

DiscoverOrg

200	
191	
143	
16	

▼ Emails Sent — 200
▼ Emails Delivered — 191
▼ Emails Opened — 143
▼ Positive Replies — 16

Results of Campaign
(Average of all 8 Touches)

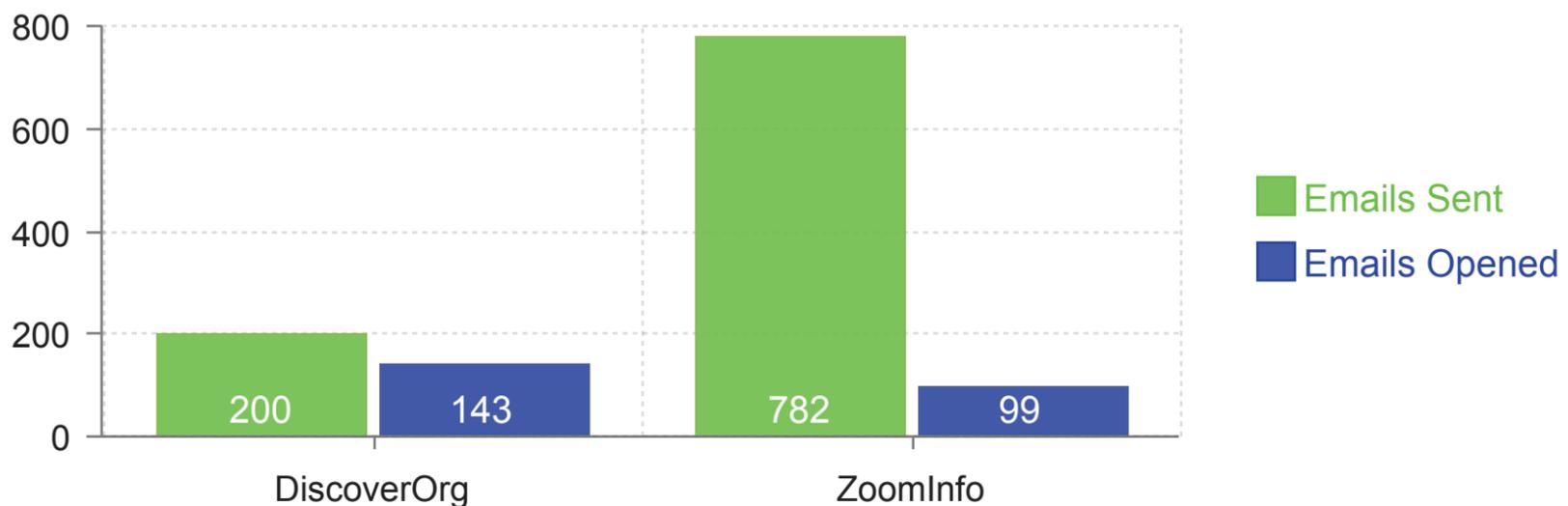|	zoominfo.	DiscoverOrg
ZoomInfo's **bounce rate** was 5x higher than DiscoverOrg's	19%	4%
DiscoverOrg's **open rate** was over **2x** higher than ZoomInfo's	13%	34%
DiscoverOrg's **positive response rate** was over 4x higher than ZoomInfo's (10x + higher on first touch)	4%	17%

Conclusion: Data quantity will never beat data quality.

SalesFolk believes that the overall lead quality--both accuracy and the ability to target--was responsible for the 10x difference in results, in terms of leads emailed and the number of positive responses yielded.

It's nearly impossible for any data provider to have perfect 100% accuracy with leads, since people move jobs faster than they update their LinkedIn profiles, but having a high bounce rate can really sabotage your sales email campaigns, no matter how good your copy is.

> "*The difference between our open rates with the DiscoverOrg and ZoomInfo campaigns were day and night.*"

With DiscoverOrg, we saw a 4.5% bounce rate. That's perfectly healthy, especially at this volume and cadence.In all cases, the open rates were at least about double with DiscoverOrg, but on the first email, the DiscoverOrg data had a 4.7x higher open rate than ZoomInfo data.

However, with ZoomInfo, we had almost a 20% bounce rate (18.9% to be exact) from the first touch, with a nearly 8% bounce rate on the second touch. This is just too high, especially as you look at scaling up volume. Most likely, not all 782 emails were truly "delivered" on the first touch, since our bounce rate was so high, therefore leaving us with even more bounces to clean up and remove on the second touch point.

We normally see pretty high open rates, sometimes above 82% on certain templates, but the difference between our open rates with the DiscoverOrg and ZoomInfo campaigns were day and night. In all cases, the open rates were at least about double with DiscoverOrg.

Open rates aren't the most important metric when it comes to sales emails, and you shouldn't obsess about them too much, but they are a great indicator of factors that might be bottlenecking your outbound efforts such as email deliverability, list quality issues, or really bad subject lines or poorly written emails.

And then there's the fact that if less people see your email, less people can respond and will end up buying from you.

Other than getting better results, what my sales team really loved about using DiscoverOrg was the ability to develop laser-targeted lists with specific filters and triggers, like which sales or marketing tools an organization is using or not using.

—— *Heather R Morgan, CEO - SalesFolk*

SalesFolk is the expert at writing highly targeted sales emails that drive appointments with highly qualified leads at scale, combining persuasive copywriting best practices with game theory and data science to achieve results 3-10x the industry standard for email campaigns. Simply put, they help sales and marketing teams create emails that people actually want to read and respond to.

Increase your B2B sales team's ability to start conversations and book more meetings with Salesfolk's email writing services:

▶ Cold sales email writing
▶ Trade show email writing
▶ Marketing drip style emails
▶ Outbound strategy creation and overhaul

SalesFolk understands that having a successful outbound sales program is like a mathematical equation; you need great email templates, a highly targeted lead list, and good email deliverability if you want to see the best results possible.

DiscoverOrg is the leading sales and marketing intelligence platform. A continuous stream of accurate, actionable, integrated intelligence lets sales and marketing pros engage the right people, at the right time, with the right message.

Connect with more prospects, improve the quality of sales conversations, and spend less time researching accounts with DiscoverOrg's intelligence platform:

▶ Identify prospect accounts and contacts with data-driven intelligence
▶ Reach decision-makers with robust, 360-degree org charts
▶ Prioritize follow-up according to to fit criteria
▶ Target companies using complementary or competitive technologies
▶ Subscribe to triggers on purchasing initiatives and leadership changes
▶ Integrate easily with existing systems such as Salesforce and Marketo
▶ Uncover early-stage opportunities and purchase intent

DiscoverOrg's 250+ researchers work around the clock to profile key decision-makers—plus purchasing signals at target prospect accounts. DiscoverOrg refreshes data every 60 days and contractually guarantees 95% data accuracy. DiscoverOrg has the highest direct dial and email rate in the industry.