

Ultimate Data Provider Checklist

Good data empowers your organization. With accurate, timely information at your fingertips, you can be primed to do what you do best: sell. In a recent Aberdeen Group study, the primary challenge to meeting sales and marketing goals was insufficient or inadequate information. The top two complaints: “inability to identify the most likely buyers for our products and services” and “insufficient knowledge of the business needs of our prospective buyers.” By investing in the right data provider, not only can you deliver the insight necessary to anticipate needs, but you can save time and money doing so.

Not sure what to look for when evaluating a data provider? **Here's a handy checklist:**

✓ **Timeliness, Accuracy and Cleansing**

Company information changes constantly. Every 30 minutes, 120 business addresses change, 75 phone numbers change and 20 CEOs leave their jobs.¹ It's paramount that your data provider continually updates information, intelligently consolidates disparate records and takes steps to clean bad data.

✓ **Verified Emails and Phone Numbers**

Contact data is most usable when it's verified and normalized—that means the information is formatted consistently and conforms to data standards.

✓ **Breadth and Depth**

Look for a provider with coverage in a broad range of businesses, and make sure the data is detailed. Depth of information means more clients can be accurately assessed and effectively targeted.

✓ **Geographical Coverage**

A data provider with identities from around the world can open up profitable global markets for your business.

✓ **Real-Time Alerts**

Notifications on impending purchases help time sales efforts for success. Additionally, awareness of internal IT initiatives and budgets helps your sales team pitch the right solution to fit the bill.

✓ **Predictive Analytics**

Sophisticated lead scoring analytics and derived data capabilities can take data to the next level, inferring potential outcomes and measuring data points across numerous categories. The ability to filter, segment and manipulate data for analysis can also yield significant insight for sales strategy.

✓ **CRM Integration**

Ensuring the provider's data syncs up with existing CRM software makes it easy to leverage information for the highest possible return on investment.

✓ **Third-Party Systems**

Check to see if the data provider has additional technology capabilities hooked in. Integration with Salesforce and LinkedIn Mashups can offer further insight into the data provided.

✓ **Price**

Finding the sweet spot between value, cost and budget is no easy task but knowing which areas of competency to measure in a provider can help with the equation.

✓ **Customer Service**

Look for a data provider with excellent customer reviews and a reputation for being a trusted business partner. These are good indicators of the level of support you can expect.

¹Dun and Bradstreet's Sales and Marketing Institute, 2013

Ultimate Solution

DiscoverOrg is the leading sales and marketing intelligence tool used by the top technology vendors, staffing companies and consultants targeting IT, Finance and Marketing departments of Fortune-ranked, Mid-Market and SMB companies in North America and Europe. Offered in the form of a constantly refreshed database, DiscoverOrg specializes in mapping out the org charts, including verified email addresses, direct-dial phone numbers, reporting structure, new projects and initiatives and technology installed base. Each of the decision makers in the DiscoverOrg database are updated and refreshed by the company's team of 100+ in-house researchers at least once every 90 days, enabling customers to reach the right person at the right company with the right message. For more information, please visit <http://www.discoverorg.com>.