

CHECKLIST FOR EVALUATING YOUR DATA PARTNER



We have compiled a list of factors you should consider while evaluating your data partner

1



Accurateness-Cleansing -Aptness

Data partner should continually update and refresh information with intelligent insights.

2



Verified Emails and Direct Numbers

When it's verified and normalized research time goes down and improves campaigns efficiency.

3



In-Depth Coverage

Look for a partner who is proficient in his coverage across broad range of businesses.

4



Geographical Coverage

A data partner needs to identify records from across the globe- opening up profitable global markets.

5



Real-Time Industry Alerts

Prompt notifications on impending opportunities helps you time sales efforts for better business ROI.

6



Predictive Analytics

Sophisticated lead scoring analytics and derived data capabilities can take data to the next level.

7



3rd party API Integration

Ensuring the partner's data syncs up with your in-house CRM software makes it easy to leverage information.

8



Price

The blend between value, cost and budget is not easy task but good data partner can help with the equation.

9



Smooth Customer Support

Look for a data partner with admirable client reviews and a standing for being a reliable business partner.

10



Speed

The most important thing is how quick the data is delivered for using in your campaigns.

11



Visualization

The application with automation should demonstrate results via visual dashboard.

SMARTE works as a true agile Data-as-a-Service partner to provide 'high quality global contact data' fueled by data science. We accelerate the buyer journey using Artificial Intelligence and NLP technologies in combination with decades of domain expertise delivering highly relevant and most accurate prospect data.