

WHY SHOULD YOU CONSIDER A FREQUENT DATABASE ENRICHMENT?



Sales is a team sport, Marketing is no different – B2B marketers are like football players, their goal is always to win big and create effective campaigns that generate leads. Outdated B2B database poses a major challenge.



DID YOU KNOW?

Where does most of the marketing database stand today? According to a recent research



57%

of the marketers said that there is room for significant improvement in their marketing database strategy.



85%

of B2B marketers using marketing automation platforms felt they're not using them to their full potential.

Where does marketing data come from?



Majority of the B2B marketers indicate that registrations, demo forms on their websites is the top tactics they use to acquire prospect contact information from.



Other tactics used include: content download forms on dedicated landing pages, and trade-shows & events

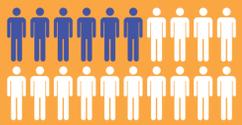
Where is the data lost?



From whichever source the prospect contact information is collected, marketers always struggle to maintain full-fledged database.

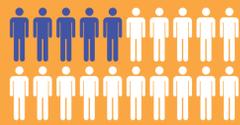


Once the you acquire the contact information, how would you make sure that the information is accurate and actionable?



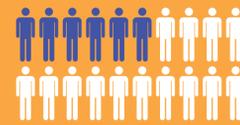
35%

of the marketers refresh their data at least once a month



25%

cleanse their database on a quarterly basis



30%

aren't aware about how frequently they should enrich their database



Majority of the marketers, do not enrich their database often to keep it clean and actionable. This leads to problems as people change jobs or titles quiet often and so the information in their database becomes outdated, which in turn affects the ROI of their marketing campaigns.

When you reach out to a data vendor, it's always advisable to ask for a data audit to make sure the vendor can help maximum the 4C's.

CORRECT

Can run quality check for important fields like emails, company information, direct dials and job titles

1

Correct

2

Current

CURRENT

Can validate your prospect information to ensure that all fields in CRM are up-to-date

COMPLETE

Can fill in missing information contact and lead information to gain insights and optimize the demand generation funnel

3

Complete

4

Consistent

CONSISTENT

Can standardize and maintain demographic and firmographic information to streamline your CRM data

Data Enrichment for sales, marketing and Account-Based Marketing with **SMARTe!** Contact us today to learn about how we can help improve your marketing data management.