

Your Guide to a HEALTHY Customer & Contact Database

Just as a healthy human requires certain conditions to thrive, so does your sales and marketing database. In fact, an unhealthy database can wreak havoc on your business initiatives.

CONSIDER THESE STATISTICS:

40%

of business objectives fail due to inaccurate data

\$611 billion

Bad data costs US businesses more than \$611 billion each year



Inaccurate data has a direct impact on the bottom line of **88%** of businesses, with the average company losing **12%** of its revenue as a result.

Here are our top four habits to achieve a healthy sales & marketing database...

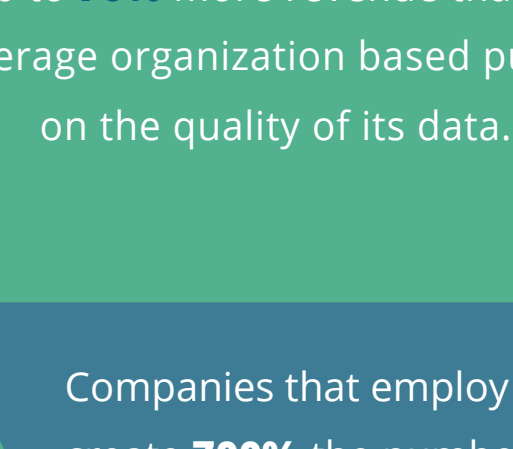
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EXERCISE

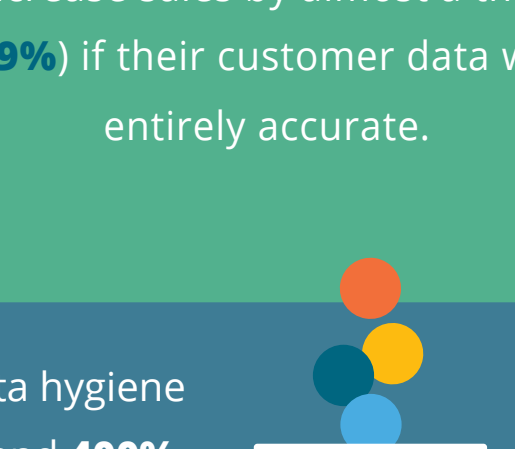
If you were to sit around all day, it's highly unlikely that you'd be physically fit. Just as exercise is critical to a person's fitness, data hygiene is critical to your company's financial success.

Data Hygiene:

The process of detecting and correcting incorrect or inaccurate records from a database.



A strong organization can generate up to **70%** more revenue than an average organization based purely on the quality of its data.



Firms estimate that they could increase sales by almost a third (**29%**) if their customer data was entirely accurate.

Companies that employ consistent data hygiene create **700%** the number of inquiries and **400%** the number of leads than those who do not.

2

DIET

As fun as it is to eat junk food, those who are serious about physical health know that junk food won't help them reach their goals. So, they exercise self-control. The same can be said about organizations who maintain a healthy sales and marketing database.

Data Input Controls:

Rules that control how data is entered and who is able to enter it, change it, or alter it in any way. Input controls can dictate everything from data normalization to database permissions.

23%

More than **23%** of sales professionals cite manual data entry as their top CRM challenge

38%

Only **38%** of companies use software to check data at the point of capture

23%

23% of companies rely solely on manual checks to check their contact database

3

GENETICS

As much as a person's health depends on diet and exercise, genetics also come into play. So, if you're predisposed to certain conditions, diet and exercise will only do so much to help you. The same goes for your database. If you start with bad data, you'll have to put in much more work to maintain a healthy database.

Data Sources:

Where your data comes from. There are several common data sources including owned data, data brokers, and data aggregators.

Owned Data:

Sourced from a vendor's daily business processes or through proprietary data-gathering technology.

Pros:

Familiarity with data, accuracy, and superior service

Cons:

Potential data hygiene issues

Data Brokers:

The middlemen between the buyer and the original data source. Brokers typically purchase data from one or multiple originators, and then re-sell the information.

Pros:

Often comes with useful data tools, can cover niche markets

Cons:

Lack of familiarity, cost, potential accuracy issues

Data Aggregators:

Data is gathered from multiple sources – both paid and organic. These sources include directories, websites, and other public and private sources.

Pros:

Large amounts of data, breadth of data

Cons:

Standardization issues, inaccuracy, cost, may not have the rights to sell complete data sets.

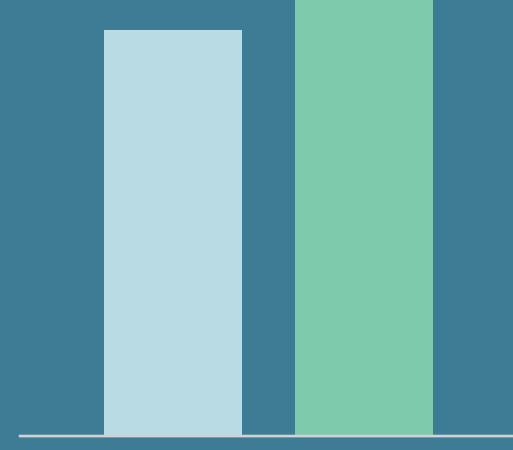
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DOCTOR VISITS

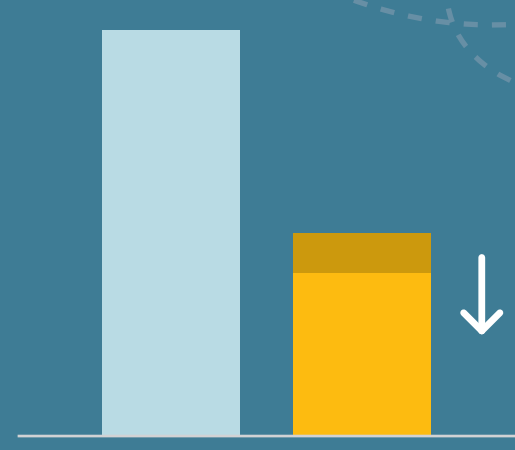
Even the healthiest people should visit their doctor for an annual checkup. A doctor can identify and fix issues someone might not even be aware of. The same goes for your business database. Work with a data provider to analyze and improve your data.

Data Providers:

Organizations who specialize in data collection and maintenance. These companies not only sell data but also offer services to manage and clean your data.



Working with a contact data provider can lead to a **20-40%** boost in sales.



Companies who use a contact data provider in reporting a **40-50%** reduction in outgoing sales-related expenses.

Most Popular Data Providers Among Enterprise Companies



ZoomInfo
60% reported using



InfoUSA
44% reported using



Salesgenie
33% reported using

GET GOING!

Now that you understand what it takes to achieve and maintain database health, here's how to start:

- 1 Conduct a database audit.
- 2 Establish and enforce data input controls.
- 3 Only purchase data from reputable sources.
- 4 Let a professional data provider help you.

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If you're looking for some database help, consider ZoomInfo to be the personal trainer and dietician for your database. We have all the tools you need to maintain a healthy database. Contact our sales team today.

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Sources

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