

BUYER'S CHECKLIST

How to Evaluate a B2B Contact Data Provider



INTRODUCTION

What started as a vendor landscape that primarily offered contact information of B2B professionals has evolved to provide sales teams with end-to-end prospecting solutions. Today, leading B2B data providers help companies maximize their sales department's productivity and effectiveness through tools and information that help identify, connect, and engage qualified prospects.

With so much potential, leveraging these vendors to support company revenue goals is common. However, many organizations fail to properly evaluate vendors during the selection process. In order to maximize ROI, it's pivotal organizations understand a prospective vendor's data quality, inventory, and how well the solution fits into your sales process and workflows.

ZoomInfo has produced the following checklist to help organizations understand each of these key components to properly assess the marketplace.



DATA QUALITY

Analyzing a vendor's contact and account data can be a daunting exercise. We developed a framework to help: the 5 C's of data quality—correctness, currency, coverage, completeness, and consistency.



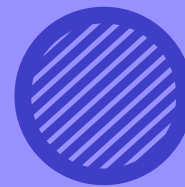
CORRECTNESS



CURRENCY



COVERAGE



COMPLETENESS



CONSISTENCY

Data Quality

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CONSISTENCY



CORRECTNESS

A data vendor's ability to provide accurate contact and company information boils down to the process by which the data is collected, aggregated, organized, and published to its database.



KEY CONSIDERATIONS:

What are the vendor's primary sources?
Reputable vendors should provide transparency into sources, checks and balances around validation processes, and more.



HOW ZOOMINFO COLLECTS ITS DATA:

ZoomInfo uses a leading edge team of 300 live researchers to collect, organize, validate, and publish the most comprehensive directory of B2B intelligence in the marketplace.

Data Quality

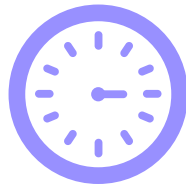
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CURRENCY

Job titles and companies are constantly changing and evolving. With these changes, data decays and begins to lose its value.



KEY CONSIDERATIONS:

Beyond understanding how data providers continually verify incoming and existing information in its database, the chief concern your buying committee needs a vendor to address is how – if it all – they document updates to professional and company profiles.



HOW ZOOMINFO KEEPS ITS DATA UP-TO-DATE:

The team at ZoomInfo is constantly striving to have the most up-to-date and relevant information on the market. Thanks to the added technology of Neverbounce, ZoomInfo now has the most comprehensive email verification service in the B2B space.



Data Quality

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COVERAGE

Providers should offer coverage to a wide spectrum of industries, including detailed data across firmographic and demographic attributes.



KEY CONSIDERATIONS:

Here is where you need to balance volume vs. relevancy. Vendors may claim to offer massive volume, but what you need to understand is how much of that volume is pertinent to your Total Addressable Market (TAM). Reputable vendors will grant free trial access to their platform, which, in turn, will allow your sales reps to confirm which provider offers the most quality and coverage.



HOW ZOOMINFO MAXIMIZES

COVERAGE:

ZoomInfo uses leading edge technology and research to continue to grow its database. This added technology helps ZoomInfo customers get the most out of their available B2B information, which is regularly refreshed and human verified every 90 days.

Data Quality

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COMPLETENESS

This refers to a profile's level of usability. Does a profile within a vendor's database include all of the details necessary for sales outreach, like direct phone numbers and email addresses?



KEY CONSIDERATIONS:

While evaluating vendors, ensure you ask for only records that contain information your reps need (e.g. phone number). What good is a record if your rep can't use it? Additionally, given complexities around aforementioned data erosion, specify you would like to exclude records that have not been validated within a year.



HOW ZOOMINFO PROVIDES COMPLETE RECORDS:

ZoomInfo profiles include more direct dials and email addresses than any other data provider on the market. ZoomInfo also provides advanced searching capabilities to identify and target prospects. This includes filtering by companies, employees, technology products, keywords, and more.

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CONSISTENCY

Data can enter your system in a variety of ways, even if it represents the same value. It may seem trivial, but inconsistent data can hurt lead routing, scoring, and reporting.



KEY CONSIDERATIONS:

Identify the data normalization and segmentation capabilities a vendor offers to help maintain consistent values. For instance, what happens if a lead types “Mass” instead of Massachusetts when filling out your web form? Will their technology standardize this field to use the correct abbreviation, “MA”?



HOW ZOOMINFO HELPS STANDARDIZE DATA:

Not only can ZoomInfo analyze and normalize existing information within a database, key integrations with popular CRMs and marketing automation platforms help maintain this consistency on an on-going basis.

Integrations

After assessing data quality, your buying committee should determine whether a vendor can integrate its data into your team's existing workflows and technology stack.

Integrations

DOES YOUR DATA STACK UP?



50% of “high-growth” organizations have 5 or more applications in their sales stack.

ENTERPRISE CRMS

CRMs, like Salesforce.com, provide leadership with insight into sales activity, deal tracking, and so much more. However, as much as a CRM can help management, sales reps themselves are burdened with manual entry and data clean up. Data providers not only alleviate this massive bottleneck by integrating its data set directly into your CRM, ensuring contact and account information is always up to date, but your sales team has access to the same tools that help identify and connect with new accounts and prospects without ever leaving your CRM.

LINKEDIN

Social media channels, like LinkedIn, allow sales professionals to learn about their prospects (i.e. what types of articles they’re sharing and what groups they’re a member of). You can then provide value and engage with them on a more personal level. With leading data providers, reps can close the gap and streamline their workflow

while prospecting on LinkedIn. A tool like ZoomInfo’s Google Chrome extension, for instance, allows sales reps to find direct contact information while viewing LinkedIn profiles and browsing the web.

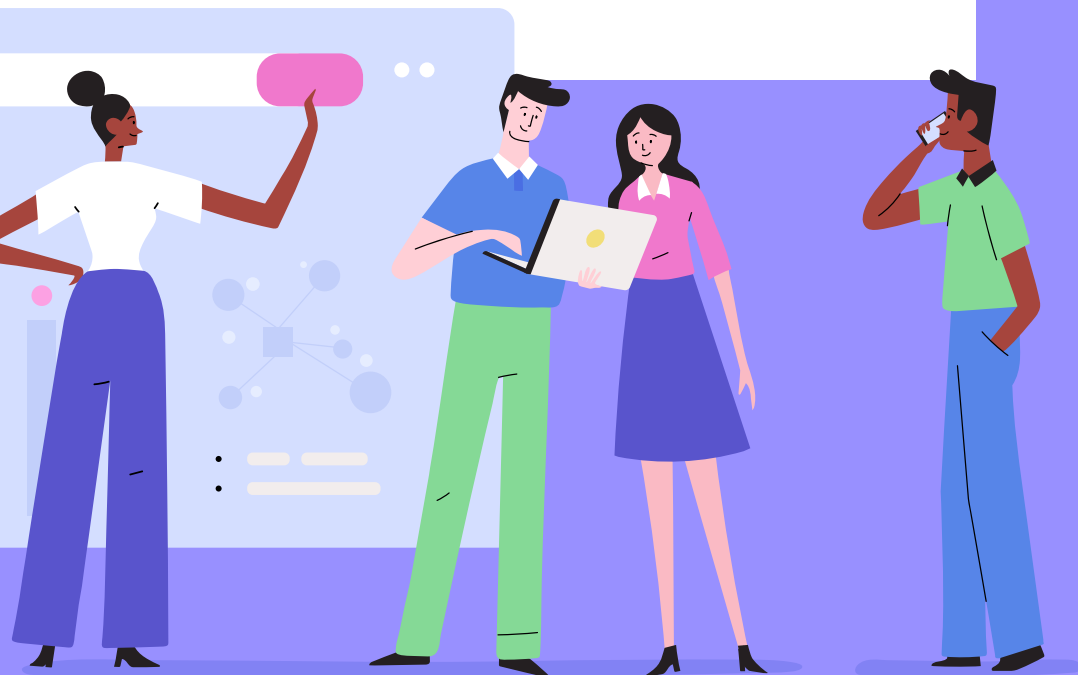
SALES AUTOMATION

Used correctly, email and dialing tools help sales reps be more productive. The contact and account data (email addresses and direct phone numbers) that data providers offer is the fuel that drives their primary functionality.



CONCLUSION

Between its data, tools, and integrations, ZoomInfo Powered by DiscoverOrg enables sales teams to accelerate productivity and effectiveness. With a database containing over 95% accurate information, you can start to reach out to your prospects with added confidence.



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“The number one thing about ZoomInfo is that the data’s better than any other vendors!”

Chris Pham

Senior Director of Sales Development, Birst

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“Sales likes ZoomInfo because it gives them the level of comfort and personalization that they need for target accounts, and helps them form a strong connection with those prospects.”

Brett Bonner

Digital Marketing Manager, Tangoe

Start hitting your number with ZoomInfo.

Visit www.zoominfo.com or call 866-904-9666 to find out how.

