



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

## CORRECTNESS

CURRENCY

COVERAGE

COMPLETENESS

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:

For over 15 years, ZoomInfo has used its diverse portfolio of proprietary technology, community of 300,000+ users, and third-party integrations to collect, organize, validate, and publish the most comprehensive directory of business data in the marketplace.

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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:

With over 300,000+ contributors, ZoomInfo's patented technology scans over 40 million email signatures every day to supply contact information in real-time. Any time a profile is updated, it is marked with a "Last Updated Date" timestamp, which allows customers to see how recent the contact information was verified. Furthermore, every single email address within the database is validated every 90 days.

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## COVERAGE

Providers should offer coverage to a wide spectrum of industries, including detailed data across a 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 email signature blocks from a large community of contributors and web crawling technology to grow its database. Through this combination, the database adds 20 million professional profiles to its coverage on a monthly basis.

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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 company. In fact, 70% of professional profiles contain direct dials. ZoomInfo also provides key firmographic and demographic attributes, including employment and academic history, professional certifications and accolades, mentions in the news, technology profiles, and more.

# DATA QUALITY

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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 VALUES:

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 ongoing 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 the workflow while prospecting on LinkedIn. A tool like ZoomInfo’s ReachOut, for instance, allows sales reps to find direct contact information while viewing LinkedIn profiles and pass that information directly to your CRM.

### 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 key integrations, ZoomInfo enables sales teams to accelerate productivity and effectiveness. With a database of over 200 million professional and nearly 11 million company profiles, ZoomInfo has helped customers identify, connect, and engage with buyer personas for over a decade.

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*Before ZoomInfo, our sales team was wasting time updating contact records manually instead of selling, and leaving room for human error, which was hurting productivity and the bottom line.*

**SEAN GOLDIE**

Senior Segment Marketing Manager, SMB, Concur

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*Without ZoomInfo we'd be spending far more time researching this information and updating our CRM manually. As a result, we've been able to increase our pipeline and drive revenue growth for Radius.*

**DWIGHT GRIESMAN**

CMO, Radius





Do you need a solution that puts your sales team in position to identify and connect with prospects?

**CONTACT US TODAY**

Visit [www.zoominfo.com](http://www.zoominfo.com) or call 866-904-9666 to find out how.

