

**ONLINE SOURCES  
OF B-TO-B DATA:  
A COMPARATIVE ANALYSIS**

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# ONLINE SOURCES OF B-TO-B DATA: A COMPARATIVE ANALYSIS

## EXECUTIVE SUMMARY

As the Internet has created new ways for B-to-B marketers to compile and access prospect data, marketers continue to be concerned about the quality and breadth of the data that is available. This white paper evaluates the volume and accuracy of data provided by ten participating suppliers of marketing information with online access. In general, the data coverage varied widely among vendors. Based on these results, we urge marketers who order compiled data to ask very carefully about the prospective vendor's compilation practices and policies. We also strongly recommend that marketers conduct a pre-test of the data to assess its applicability to their particular situation.

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Compiled data is critically important to B-to-B marketers for two reasons:

1. Business marketers tend to target relatively narrow audiences. Compiled data, built from such sources as government records, telephone listings and credit data, generally provides better breadth of coverage, compared to response files. For example, not all machine tool manufacturers will appear on the subscriber files of, say, American Machinist magazine.
2. Each account has a high revenue opportunity, so it's important to gain access to every potential prospect.

Thanks to the Internet, two important developments have revolutionized B-to-B compiled data. First, entirely new data sources have emerged based on information gathered using the Internet itself. Jigsaw, for example, provides an online marketplace where sales people can swap contacts. ZoomInfo scrapes information about business people from Internet pages like corporate sites and online press releases.

The second development is easy online ordering, now offered by data compilers of all stripes. Marketers can search fields, generate counts, and place orders via browser-based interfaces, and download the data instantly.

In light of these changes, we decided to research the online sources of B-to-B data, to assess their accuracy and completeness. In the later part of 2008, we invited fifteen vendors to answer a series of questions about their data and their business practices.

Ten vendors agreed to participate:

- Demandbase
- idExec
- Jigsaw
- Lead411
- NetProspex
- OneSource
- SalesGenie
- Selectory
- Zapdata
- ZoomInfo

We express our deep appreciation to them.

Invited vendors who chose not to participate were:

- Acculeads
- Experianb2b.com
- GoLeads
- Hoovers
- Spoke

## THE SCOPE AND INTENT OF THE STUDY

Business marketers are interested in volume (how many good contacts can I retrieve from this system?), completeness (can I get every field I want?), and accuracy (is the contact information correct?).

Getting counts is a fairly straightforward process. For this study, we identified ten industries commonly of interest to business marketers, and asked the vendors to tell us how many companies they had in each of the ten, as indicated by SIC.

Then, we selected a well-known firm in each of the ten industries, and asked the vendors to tell us how many contacts they had within those firms. We also asked whether they code firms with NAICS. Finally, we asked them to report the number of complete contacts, “complete” meaning

that the record included the full name, address, title, phone, fax and email.

Counts are one thing, but to assess data accuracy is not so easy. The problem is that the vendor’s record needs to be compared to some standard of correctness, which means we need to know the “truth” about the contacts that reside on the vendor’s database.

To solve this problem, we persuaded ten business people in a variety of industries and in various job categories to agree to serve as guinea pigs, by providing us with their accurate current contact information, and allowing us to publish their records as reported by the participating vendors. We’d like to express our gratitude to these intrepid individuals for their generous support of this study.

| INDIVIDUAL CONTACTS IN THE STUDY |                          |   |   |
|----------------------------------|--------------------------|---|---|
| Industry                         | Name                     | Company                                   | Title   |
| Technology                       | Theresa Kushner          | Cisco Systems                             | Director, Customer Intelligence                               |
| IT consulting                    | Phyllis R. Kramer        | USTglobal                                 | Senior Director, Global Relationship Management               |
| Data Communications              | Sean Clemmons            | Piraeus Data, LLC                         | Vice President of Consulting                                  |
| Accounting                       | Marcia El-Baz            | Lutz & Carr CPA’s LLP                     | Partner   |
| Optical components               | Carmen J. Conicelli, Jr. | Edmund Optics, Inc.                       | Chief Financial Officer                                       |
| Higher education                 | Jim Carey                | Northwestern University Medill School     | Adjunct professor   |
| Publishing                       | Michael S. Hyatt         | Thomas Nelson                             | President and Chief Executive Officer                         |
| Healthcare                       | Brian A. Nester          | Lehigh Valley Hospital and Health Network | Senior Vice President, Physician Hospital Network Development |
| Legal services                   | John E. Tobin, Jr.       | New Hampshire Legal Assistance            | Executive Director  |
| Manufacturing                    | James H. Schattinger     | Pioneer Manufacturing Company             | President   |

We also asked two qualitative questions, one inviting the vendors to explain their competitive positioning in the marketplace, and the other asking about their terms of sale.

## THE POSITIONING STATEMENTS

Here is how the vendors described themselves in response to the following question:

*Provide a statement of no more than 150 words that describes your online B-to-B data product/service, including how you are positioned, meaning your competitive differentiation. In short, this question is, “Who are you, and how are you different?”*

| Participating vendor |   |
|----------------------|---|
| Demandbase           | Demandbase provides new customer acquisition solutions for sales and marketing professionals that help companies identify, reach, and convert new business. With Demandbase, customers are able to shorten sales cycles, and increase revenues.   |
| idEXEC               | idEXEC is an online global database of executives at select public, private, non-profit, and government organizations. idEXEC actively tracks and continuously updates 2 million executive decision-makers at 900,000 organizations in 172 countries. Typically, the idEXEC database includes all public companies, all corporate headquarters along with their subsidiaries and branches, private companies with over 75 employees or 30 million in annual revenue, and will concentrate on the following industries: professional services, insurance, financial, and telecom. Records are updated continuously with changes posted immediately online every day. The idEXEC product is a complete web-based solution that allows you to search and immediately view and download your most important prospects, whether it's one single record or hundreds of thousands. No special software is required – only a standard internet browser.   |
| Jigsaw               | <p>Jigsaw is a user-generated B2B database built and maintained by its 700,000 B2B community members (marketers, sales, recruiters, analysts, business owners). The database has grown to almost 11 million contacts, 2 million companies, 6 million locations, and is updated in real time, very similar to Wikipedia.</p> <p>The result is a highly differentiated database:</p> <ol style="list-style-type: none"> <li>1) The most accurate in the industry – 2X more than traditional data compilers/crawlers, over 1.5 million hygiene actions monthly.</li> <li>2) The most complete database in the industry. 100% email, phone, address, title</li> <li>3) The most Contacts up and down the org chart</li> </ol> <p>Jigsaw is a data ownership model. All other providers rent for one-time use, or they license annually. With Jigsaw, the client owns the data. Jigsaw's membership currently grows at 1,400 members per day, the database grows at over 40,000 contacts per day. 70,000 SMB clients and 22% of the F 1000 are now Jigsaw clients.</p> |
| Lead411              | <p>We are different in 2 ways. 1. We use crawling technology and low cost international research teams to provide verified data at a cost level as low as 25% of what other data providers spend. This gives us the ability to charge 25% less.</p> <p>2. We provide news alerts that let our customers know when companies are growing because they are more likely to purchase products/services during these times.</p>  |
| NetProspex           | NetProspex, is a Boston-based sales contact trading system that uses the power of the internet to let sales and marketing executives buy or trade business contacts. All user-contributed contacts are validated before being published. With 3 million up-to-date, accurate contacts, NetProspex provides information on difficult-to-find decision makers across North America.   |

|            |   |
|------------|---|
| OneSource  | <p>OneSource®, a recognized leader in global business information services, delivers unparalleled company, executive and industry intelligence that make business professionals more effective and productive in completing their critical daily tasks. OneSource combines and organizes content from over 2500 information sources supplied by 50 content providers creating an unequalled information resource. This includes public and private company profiles, executives, corporate families, industries, financials, news, analyst reports, and trade and business press articles. OneSource links all of its information on over 17 million companies and 21 million executives worldwide. OneSource is available via personalized web-based subscriptions to the Business Browser service providing a comprehensive view of a company's business, history, competition, industry, strengths and weaknesses, among others. All of the information can be searched by multiple criteria and one can chose from a library or build customized research documents. An alerts feature allows company tracking as well as news and selected topics.</p> |
| SalesGenie | <p>Since 1972, infoUSA has compiled and maintained its signature database of 13.7 million US businesses and 1.4 million Canadian businesses. As businesses continually emerge, change, and dissolve, our database keeps the information up-to-date and as accurate as possible. The database is compiled in two phases. First, infoUSA compiles 4,000+ telephone directories and over 350 new business sources such as Secretaries of State, county courthouses and public record notices. Through these sources and additional processing, infoUSA will gather and verify base-level information such as company name, telephone, address, and industry. Second, infoUSA calls each business annually to verify the information we have and to obtain additional information. infoUSA data is created to primarily power research and marketing endeavors; the database is not a derivative of another product or application. As a result, the coverage of the infoUSA database is intended to represent all active business sites.</p>   |
| Selectory  | <p>Selectory® helps sales and marketing professionals find new customers and grow their sales by building targeted lists, profiling existing customers and running direct marketing campaigns from their desktop. Selectory offers its users unlimited searching, viewing and printing of detailed, location-specific company and contact information. Selectory provides access to 23 million businesses — 15 million in the U.S. and Canada, and 8 million others worldwide. Selectory allows you to: Build targeted lists using up to 40 search criteria — Download information for campaigns or for importing into CRM applications — No need to deal with a list broker — build a list in minutes — Pinpoint the best opportunities in your target market — Lookup company and contact details before making the call — Add tags or notes, and keep all your sales data in a single place.</p>   |
| Zapdata    | <p>Zapdata gives you access to 15 million US companies so that you can create a list of prospect and license the list online with a credit card. Zapdata includes advanced features such as suppression of previous lists, preview and analysis of your prospect list.</p>  |
| ZoomInfo   | <p>ZoomInfo is a business information service with profiles on over 45 million people and 5 million companies. Because ZoomInfo crawls the Web 24-hours-a-day, 365-days-a-year, we're able to deliver customers the freshest business information available. While other sales and marketing tools only scratch the surface by delivering high-level overviews of companies and their senior management teams, ZoomInfo digs deep into organizations to give you insight into the typically hard-to-uncover decision makers at companies of all sizes, from the Fortune 1000 to SMBs. And not only does ZoomInfo put you in touch with the right person, it also gives you in-depth insight into the person's career history, education and affiliations, and into the company, to quickly build rapport.</p>   |

## THE COMPANY COUNTS REPORTED

Here are the company counts in each of the ten industries reported by the vendors in response to the question, *State the number of U.S. firms you have on your file within each of these 10 SICs.*

|    | Demand base                          | idEXEC | Jigsaw | Lead 411 | Net Prospex | One Source | Sales Genie         | Selectory | Zap data  | Zoom Info |
|----|--------------------------------------|--------|--------|----------|-------------|------------|---------------------|-----------|-----------|-----------|
| 32 | Stone, clay and glass products       | 2,153  | 4,620  | N/A      | 1,657       | 15,297     | 26,591              | 28,274    | 36,352    | 385       |
| 56 | Apparel and accessory stores         | 1,552  | 6,141  | 194      | 5,419       | 185,704    | 220,209             | 193,149   | 228,619   | 3,200     |
| 28 | Chemical and allied products         | 3,306  | 8,550  | 371      | 4,545       | 16,358     | 23,789              | 30,296    | 39,618    | 4,300     |
| 64 | Insurance agents, brokers & services | 3,221  | 11,794 | 980      | 38,303      | 231,220    | 245,486 / 277,098   | 217,389   | 225,857   | 21,000    |
| 73 | Business services                    | 14,632 | 89,340 | 1,381    | 168,652     | 676,098    | 830,679             | 1,254,960 | 1,459,405 | 75,300    |
| 81 | Legal service                        | 1,769  | 25,639 | 5,290    | 38,669      | 196,000    | 343,409 / 579,313   | 318,280   | 318,863   | 24,000    |
| 80 | Health service                       | 4,092  | 30,689 | 933      | 79,931      | 577,818    | 941,650 / 1,672,599 | 872,000   | 875,370   | 38,500    |
| 82 | Educational service                  | 1,389  | 27,155 | 836      | N/A         | 268,067    | 284,194             | 195,018   | 279,804   | 40,000*   |
| 35 | Machinery, except electrical         | 6,274  | 25,013 | 565      | 5,707       | 71,792     | 105,764             | 90,343    | 109,286   | 10,900**  |
| 48 | Communications                       | 3,191  | 16,755 | 84       | 21,584      | 101,357    | 116,155             | 112,831   | 136,281   | 14,300    |
|    | Do you code firms with NAICS?        | yes    | yes    | no       | yes         | yes        | yes                 | yes       | yes       | no        |

*NetProspex does not use SIC codes. The counts here are from their equivalent categories.*

*SalesGenie : For certain industries, multiple businesses may exist at a single site. In those cases, SalesGenie reported two numbers.*

*ZoomInfo : Counts are approximate. ZoomInfo uses a keyword algorithm that maps closely to SIC codes, but offers much more flexibility than SIC codes alone. For example, you can find insurance companies (SIC 64), but also "Marine Insurance" or "Credit Insurance" or "Property and Casualty Insurance."*

*\*Including Educational Institutions*

*\*\*For-Profit Educational Firms only*

## THE CONTACT COUNTS REPORTED

Here are the counts for contacts at each of ten well-known companies, in response to the question, *Provide the total number of contacts you have at each firm, U.S. only, including headquarters and all branch locations.*

|                                 | Demand base | idEXEC | Jigsaw | Lead 411 | Net Prospex | One Source | Sales Genie | Selectory | Zap data | Zoom Info |
|---------------------------------|-------------|--------|--------|----------|-------------|------------|-------------|-----------|----------|-----------|
| USG                             | 39          | 119    | 457    | 13       | 15          | 322        | 261         | 672       | 8        | 1,001     |
| Limited Brands                  | 398         | 89     | 1,162  | 9        | 99          | 822        | 853         | 2,167     | 85       | 184       |
| Dow Chemicals                   | 926         | 121    | 1,266  | 11       | 190         | 188        | 97          | 378       | 38       | 1,253     |
| Northwestern Mutual             | 2,149       | 135    | 2,488  | 1        | 389         | 163        | 242         | 314       | 32       | 1,133     |
| Pricewaterhouse Coopers         | 9,045       | 49     | 23,596 | 2        | 2,264       | 176        | 78          | 398       | 59       | 6,245     |
| Morrison and Foerster           | 9           | 11     | 1,524  | 11       | 248         | 290        | 30          | 124       | N/A      | 863       |
| Hospital Corporation of America | 6           | 336    | 1,817  | 1        | 0           | 2,758      | 759         | 4,206     | 33       | 11,255    |
| Ohio State University           | 30          | N/A    | 6,966  | 0        | N/A         | 190        | 203         | 713       | 1        | 9,025     |
| Microsoft                       | 4,826       | 226    | 7,426  | 18       | 4,584       | 411        | 220         | 346       | 34       | 20,439    |
| Level3                          | 175         | 73     | 713    | 13       | 110         | 136        | 83          | 393       | 21       | 422       |

## COMPLETE CONTACTS BY COMPANY

Here are the figures on complete counts for each industry, in response to the question, *The number of “complete” contact records you have at each firm. Complete means including full name, address, title, phone, fax and email.*

|                                 | Demand base | idEXEC | Jigsaw | Lead 411 | Net Prospex | One Source | Sales Genie | Selectory | Zap data | Zoom Info |
|---------------------------------|-------------|--------|--------|----------|-------------|------------|-------------|-----------|----------|-----------|
| USG                             | 0           | 30     | 457    | 10       | 15          | 0          | 134         | 672       | 8        | 357       |
| Limited Brands                  | 313         | 12     | 1,162  | 1        | 97          | 0          | 39          | 2,167     | 85       | 163       |
| Dow Chemicals                   | 584         | 13     | 1,266  | 9        | 12          | 0          | 13          | 378       | 38       | 1,248     |
| Northwestern Mutual             | 2,084       | 44     | 2,488  | 0        | 353         | 0          | 133         | 314       | 32       | 1,055     |
| Pricewaterhouse Coopers         | 8,439       | 4      | 23,596 | 0        | 439         | 0          | 23          | 398       | 59       | 797       |
| Morrison and Foerster           | 5           | 7      | 1,524  | 11       | 243         | 0          | 21          | 124       | N/A      | 848       |
| Hospital Corporation of America | 0           | 98     | 1,817  | 0        | 0           | 0          | 261         | 4,206     | 33       | 8,404     |
| Ohio State University           | 20          | N/A    | 6,966  | 0        | N/A         | 0          | 168         | 713       | 1        | 1,309     |
| Microsoft                       | 4,492       | 20     | 7,426  | 11       | 714         | 0          | 27          | 346       | 34       | 3,066     |
| Level3                          | 156         | 25     | 713    | 11       | 107         | 0          | 31          | 393       | 21       | 380       |

*NetProspex does not provide fax numbers, so these numbers are technically incomplete by our definition. OneSource did not provide counts on complete contacts.*

Here are the records for our ten individual business people, in response to the following directions. *Please pull the record of each of these persons as it currently appears on your file. Submit the record in its entirety. Note: Please do not use any other data sources (e.g., tele-verification, or Internet search) to research these names. We have secured permission from these 10 people to include their data in this*

*research, and we have told them they will not be contacted or researched in any way by the participating suppliers.*

Note: We requested that vendors provide a second address line, if appropriate, and also give us fax numbers. Very little information came back in these categories, so we have not reported them here.

**THE CONTACT RECORDS REPORTED: JAMES H. SCHATTINGER**

| Correct Data         | First Name | Last Name   | Title                     | Company                            | Address                 | City      | State | Zip        | Office Phone | Email                             |
|----------------------|------------|-------------|---------------------------|------------------------------------|-------------------------|-----------|-------|------------|--------------|-----------------------------------|
|                      | James H.   | Schattinger | President                 | Pioneer Manufacturing Company      | 4529 Industrial Parkway | Cleveland | OH    | 44135      | 216-671-5500 | jschattinger@pioneerathletics.com |
| Participating Vendor |            |             |                           |                                    |                         |           |       |            |              |                                   |
| Demandbase           | James H.   | Schattinger |                           | Pioneer Manufacturing Company      | 4529 Industrial Parkway | Cleveland | OH    | 44135      |              |                                   |
| idEXEC               | James H.   | Schattinger | Owner                     | Pioneer Manufacturing Company      | 4529 Industrial Parkway | Cleveland | OH    | 44135-4541 |              | j.schattinger@pioneer-mfg.com     |
| Jigsaw               | James      | Schattinger | President                 | Pioneer Manufacturing Company      | 4529 Industrial Parkway | Cleveland | OH    | 44135-4505 |              |                                   |
| Lead411              |            |             |                           |                                    |                         |           |       |            |              |                                   |
| NetProspex           | James      | Schattinger | President                 | Pioneer Manufacturing Company      | Co 4529 Industrial Pkwy | Cleveland | OH    | 44135      | 216-671-5500 | j.schattinger@pioneer-mfg.com     |
| OneSource            | James      | Schattinger | Owner                     | Pioneer Manufacturing Company      | 4529 Industrial Parkway | Cleveland | OH    | 44135      | 216-671-5500 |                                   |
| SalesGenie           | James      | Schattinger | Chairman, Owner, Director | Pioneer Manufacturing Co. Inc.     | 4529 Industrial Parkway | Cleveland | OH    | 44135      | 216-671-5500 | j.schattinger@pioneer-mfg.com     |
| Selectory            |            |             |                           |                                    |                         |           |       |            |              |                                   |
| Zapdata              |            |             |                           |                                    |                         |           |       |            |              |                                   |
| ZoomInfo             | Doug       | Schattinger | President                 | Pioneer Manufacturing Company Inc. | 4529 Industrial Parkway | Cleveland | OH    | 44135-4505 | 216-671-5500 |                                   |

**THE CONTACT RECORDS REPORTED: JOHN E. TOBIN**

|                      | First Name | Last Name | Title              | Company  | Address                | City       | State | Zip        | Office Phone              | Email           |
|----------------------|------------|-----------|--------------------|--|------------------------|------------|-------|------------|---------------------------|-----------------|
| Correct Data         | John E.    | Tobin     | Executive Director | New Hampshire Legal Assistance                         | 117 North State Street | Concord    | NH    | 3301       | 603-224-4107<br>Ext. 2816 | jtobin@nhla.org |
| Participating Vendor |            |           |                    |  |                        |            |       |            |                           |                 |
| Demandbase           | John E.    | Tobin Jr. |                    | New Hampshire Legal                                    | 117 North State Street | Concord    | NH    | 3301       |                           |                 |
| idEXEC               |            |           |                    |  |                        |            |       |            |                           |                 |
| Jigsaw               |            |           |                    |  |                        |            |       |            |                           |                 |
| Lead411              |            |           |                    |  |                        |            |       |            |                           |                 |
| NetProspex           | John E.    | Tobin Jr. | Executive Director | New Hampshire Legal Assistance                         | 1361 Elm Street        | Manchester | NH    | 3101       | (800) 562-3174            | jtobin@nhla.org |
| OneSource            |            |           |                    |  |                        |            |       |            |                           |                 |
| SalesGenie           |            |           |                    |  |                        |            |       |            |                           |                 |
| Selectory*           | John       | Tobin     | Principal          | New Hampshire Legal Aid/New Hampshire Legal Assistance | 24 Opera House Sq.     | Claremont  | NH    | 03743-5408 | 603-542-8795              |                 |
| Zapdata              |            |           |                    |  |                        |            |       |            |                           |                 |
| ZoomInfo             | John E.    | Tobin Jr. | Executive Director | New Hampshire Legal Assistance                         | 1361 Elm Street        | Manchester | NH    | 03101      | 603-542-8795              |                 |

\*Selectory provided 3 different records for John Tobin.

**THE CONTACT RECORDS REPORTED: BRIAN A. NESTER**

|              | First Name           | Last Name | Title   | Company                                    | Address                               | City      | State | Zip                    | Office Phone           | Email                |  |
|--------------|----------------------|-----------|---|--|---------------------------------------|-----------|-------|------------------------|------------------------|----------------------|--|
| Correct Data | Brian A.             | Nester    | Senior VP, Physician Hospital Network Development   | Lehigh Valley Hospital and Health Network  | 1650 Valley Center Parkway            | Bethlehem | PA    | 18017                  | 603-224-4107 Ext. 2816 | brian.nester@LVH.com |  |
|              | Participating Vendor |           |   |  |                                       |           |       |                        |                        |                      |  |
| Demandbase   | Brian A.             | Nester    |   | Lehigh Valley Hospital and Health Network  | 1650 Valley Center Parkway            | Bethlehem | PA    | 18017                  |                        |                      |  |
| idEXEC       |                      |           |   |  |                                       |           |       |                        |                        |                      |  |
| Jigsaw       | Brian A.             | Nester    |   | Lehigh Valley Hospital and Health Network  | 1200 S Cedar Crest Blvd               | Allentown | PA    | 18103-6202             | 610-402-8000           | brian.nester@lvh.com |  |
| Lead411      |                      |           |   |  |                                       |           |       |                        |                        |                      |  |
| NetProspex   |                      |           |   |  |                                       |           |       |                        |                        |                      |  |
| OneSource    |                      |           |   |  |                                       |           |       |                        |                        |                      |  |
| SalesGenie   |                      |           |   |  |                                       |           |       |                        |                        |                      |  |
| Selectory    | Brian A.             | Nester    | Senior Vice President, Physician                    | Lehigh Valley Hospital Inc.                | P.O. Box 689/ 1200 S Cedar Crest Blvd | Allentown | PA    | 18105-1556/ 18103-6202 | 610-402-8000           |                      |  |
| Zapdata      |                      |           |   |  |                                       |           |       |                        |                        |                      |  |
| ZoomInfo     | Brian A.             | Nester    | FACOEP Senior Vice President and Physician Practice | Network Development Lehigh Valley Hospital | 1650 Valley Center Parkway            | Allentown | PA    |                        |                        |                      |  |

**THE CONTACT RECORDS REPORTED: MICHAEL S. HYATT**

|                      | First Name | Last Name | Title   | Company                  | Address        | City      | State | Zip         | Office Phone   | Email                      |
|----------------------|------------|-----------|---|--------------------------|----------------|-----------|-------|-------------|----------------|----------------------------|
| Correct Data         | Michael S. | Hyatt     | President and Chief Executive Officer               | Thomas Nelson            | P.O.Box 141000 | Nashville | TN    | 37214       | 615-902-1100   | mhyatt@thomasnelson.com    |
| Participating Vendor |            |           |   |                          |                |           |       |             |                |                            |
| Demandbase           | Michael S. | Hyatt     |   | Thomas Nelson            | P.O.Box 141000 | Nashville | TN    | 37214       |                |                            |
| idEXEC               | Michael S. | Hyatt     | President, Chief Executive Officer                  | Thomas Nelson            | P.O.Box 141000 | Nashville | TN    | 37214-36600 |                | mhyatt@thomasnelson.com    |
| Jigsaw               | Michael S. | Hyatt     | President and Chief Operating Officer               | Thomas Nelson            | 501 Nelson Pl  | Nashville | TN    | 37214-3600  | 615-902-1100   | mhyatt@thomasnelson.com    |
| Lead411              | Michael S. | Hyatt     |   | Thomas Nelson            | P.O.Box 141000 | Nashville | TN    | 37214       |                | mhyatt@thomasnelson.com    |
| NetProspex           | Michael S. | Hyatt     | Chief Executive Officer                             | Thomas Nelson            | 501 Nelson Pl  | Nashville | TN    | 37214       | (615) 889-9000 | publicity@thomasnelson.com |
| OneSource            | Michael S. | Hyatt     | President, Chief Executive Officer and Board Member | Thomas Nelson            | P.O.Box 141000 | Nashville | TN    | 37214       | 615-889-9000   |                            |
| SalesGenie           | Michael S. | Hyatt     | CEO, President                                      | Thomas Nelson Inc.       | P.O.Box 141000 | Nashville | TN    | 37214       | 615-591-5525   | mhyatt@thomasnelson.com    |
| Selectory            | Michael S. | Hyatt     | Chief Executive Officer, President                  | Thomas Nelson            | 501 Nelson Pl  | Nashville | TN    | 37214-3600  | 615-889-9000   |                            |
| Zapdata              | Michael S. | Hyatt     | President   | Thomas Nelson Inc.       | 501 Nelson Pl  | Nashville | TN    | 37214       |                |                            |
| ZoomInfo             | Michael S. | Hyatt     | President, Chief Executive Officer                  | Thomas Nelson Publishers | 501 Nelson Pl  | Nashville | TN    | 37214       | 615-889-9000   |                            |

**THE CONTACT RECORDS REPORTED: JIM CAREY**

|                      | First Name | Last Name | Title   | Company  | Address           | City     | State | Zip   | Office Phone | Email                     |
|----------------------|------------|-----------|---|--|-------------------|----------|-------|-------|--------------|---------------------------|
| Correct Data         | Jim        | Carey     | Adjunct Professor   | Northwestern University Medill School                                      | 1870 Campus Drive | Evanston | IL    | 60208 | none         | JimCarey@northwestern.edu |
| Participating Vendor |            |           |   |  |                   |          |       |       |              |                           |
| Demandbase           | Jim        | Carey     |   | Northwestern University Medill School                                      | 1870 Campus Drive | Evanston | IL    | 60208 |              |                           |
| idEXEC               |            |           |   |  |                   |          |       |       |              |                           |
| Jigsaw               |            |           |   |  |                   |          |       |       |              |                           |
| Lead411              |            |           |   |  |                   |          |       |       |              |                           |
| NetProspex           |            |           |   |  |                   |          |       |       |              |                           |
| OneSource            |            |           |   |  |                   |          |       |       |              |                           |
| SalesGenie           |            |           |   |  |                   |          |       |       |              |                           |
| Selectory            |            |           |   |  |                   |          |       |       |              |                           |
| Zapdata              |            |           |   |  |                   |          |       |       |              |                           |
| ZoomInfo             | Jim        | Carey     | Adjunct Professor, Direct, Database, and E-Commerce Marketing | Northwestern University Medill Integrated Marketing Communications Program |                   | Evanston | IL    | 60208 | 847-274-7682 | JimCarey@northwestern.edu |

**THE CONTACT RECORDS REPORTED: CARMEN J. CONICELLI JR**

|                      | <b>First Name</b> | <b>Last Name</b> | <b>Title</b>            | <b>Company</b>     | <b>Address</b>           | <b>City</b> | <b>State</b> | <b>Zip</b> | <b>Office Phone</b> | <b>Email</b>                |
|----------------------|-------------------|------------------|-------------------------|--------------------|--------------------------|-------------|--------------|------------|---------------------|-----------------------------|
| Correct Data         | Carmen J.         | Conicelli Jr.    | Chief Financial Officer | Edmund Optics Inc. | 101 East Gloucester Pike | Barrington  | NJ           | 08007      | 856-547-3488 Ext    | cconicelli@edmundoptics.com |
| Participating Vendor |                   |                  |                         |                    |                          |             |              |            |                     |                             |
| Demandbase           | Carmen J.         | Conicelli Jr.    |                         | Edmund Optics Inc. | 101 East Gloucester Pike | Barrington  | NJ           | 08007      |                     |                             |
| idEXEC               |                   |                  |                         |                    |                          |             |              |            |                     |                             |
| Jigsaw               | Carmen            | Conicelli        | Chief Financial Officer | Edmund Optics Inc. | 101 East Gloucester Pike | Barrington  | NJ           | 08007      | 856-547-3488        | cconicelli@edmundoptics.com |
| Lead411              |                   |                  |                         |                    |                          |             |              |            |                     |                             |
| NetProspex           |                   |                  |                         |                    |                          |             |              |            |                     |                             |
| OneSource            | Carmen            | Conicelli        | Chief Financial Officer | Edmund Optics Inc. | 101 East Gloucester Pike | Barrington  | NJ           | 08007-1380 | 856-547-3488        |                             |
| SalesGenie           | Carmen            | Conicelli        | CFO                     | Edmund Optics Inc. | 101 East Gloucester Pike | Barrington  | NJ           | 08007      | 856-547-3488        |                             |
| Selectory            | Carmen            | Conicelli        | Chief Financial Officer | Edmund Optics Inc. | 101 East Gloucester Pike | Barrington  | NJ           | 08007      | 856-547-3488        |                             |
| Zapdata              | Carmen            | Conicelli        | Chief Financial         | Edmund Optics Inc. | 101 East Gloucester Pike | Barrington  | NJ           | 08007-1331 |                     |                             |
| ZoomInfo             |                   |                  |                         |                    |                          |             |              |            |                     |                             |

**THE CONTACT RECORDS REPORTED: MARCIA EL-BAZ**

|                      | First Name | Last Name | Title                          | Company                  | Address   | City     | State | Zip        | Office Phone  | Email                      |
|----------------------|------------|-----------|--------------------------------|--------------------------|---|----------|-------|------------|---|----------------------------|
| Correct Data         | Marcia     | El-Baz    | Partner                        | Lutz & Carr<br>CPA's LLP | 300 East 42<br>Street   | New York | NY    | 10017      | 212-697-2299  | melbaz@<br>lutzandcarr.com |
| Participating Vendor |            |           |                                |                          |   |          |       |            |   |                            |
| Demandbase           | Marcia     | El-Baz    |                                | Lutz & Carr<br>CPA's LLP | 300 East 42<br>Street   | New York | NY    | 10017      |   |                            |
| idEXEC               |            |           |                                |                          |   |          |       |            |   |                            |
| Jigsaw               | Marcia     | El-Baz    | Certified Public<br>Accountant | Lutz & Carr<br>CPA's LLP | 300 East 42<br>Street   | New York | NY    | 10017-5947 | 212-697-2299  | melbaz@<br>lutzandcarr.com |
| Lead411              |            |           |                                |                          |   |          |       |            |   |                            |
| NetProspex           |            |           |                                |                          |   |          |       |            |   |                            |
| OneSource            |            |           |                                |                          |   |          |       |            |   |                            |
| SalesGenie           |            |           |                                |                          |   |          |       |            |   |                            |
| Selectory            | Marcia     | El-Baz    | Principal                      | Marcia El-Baz<br>CPA     | correct home<br>address was<br>provided; deleted<br>for privacy |          |       |            | correct home<br>phone was<br>provided; deleted<br>for privacy |                            |
| Zapdata              | Marcia     | Baz       | Member                         | Lutz & Carr              | 300 East 42<br>Street Rm 80                                     | New York | NY    | 10017-5939 |   |                            |
| ZoomInfo             |            |           |                                |                          |   |          |       |            |   |                            |

**THE CONTACT RECORDS REPORTED: SEAN CLEMMONS**

|                      | First Name | Last Name | Title                        | Company               | Address         | City    | State | Zip        | Office Phone | Email                 |
|----------------------|------------|-----------|------------------------------|-----------------------|-----------------|---------|-------|------------|--------------|-----------------------|
| Correct Data         | Sean       | Clemmons  | Vice President of Consulting | Piraeus Data LLC      | 157 Yesler Way  | Seattle | WA    | 98104      | none         | seanc@piraeusdata.com |
| Participating Vendor |            |           |                              |                       |                 |         |       |            |              |                       |
| Demandbase           | Sean       | Clemmons  |                              | Piraeus Data LLC      | 157 Yesler Way  | Seattle | WA    | 98104      |              |                       |
| idEXEC               |            |           |                              |                       |                 |         |       |            |              |                       |
| Jigsaw               | Sean       | Clemmons  | Liason                       | Microsoft Corporation | 1 Microsoft Way | Redmond | WA    | 98052      | 425-703-0354 |                       |
| Lead411              |            |           |                              |                       |                 |         |       |            |              |                       |
| NetProspex           |            |           |                              |                       |                 |         |       |            |              |                       |
| OneSource            |            |           |                              |                       |                 |         |       |            |              |                       |
| SalesGenie           |            |           |                              |                       |                 |         |       |            |              |                       |
| Selectory            | Sean       | Clemmons  | Partner                      | Piraeus Data LLC      | 157 Yesler Way  | Seattle | WA    | 98104-2588 | 206-577-0025 |                       |
| Zapdata              | Sean       | Clemmons  | Partner                      | Piraeus Data LLC      | 157 Yesler Way  | Seattle | WA    | 98104-2588 |              |                       |
| ZoomInfo             |            |           |                              |                       |                 |         |       |            |              |                       |

**THE CONTACT RECORDS REPORTED: PHYLLIS R. KRAMER**

|                      | First Name | Last Name | Title   | Company             | Address           | City        | State | Zip         | Office Phone | Email     |
|----------------------|------------|-----------|---|---------------------|-------------------|-------------|-------|-------------|--------------|-----------|
| Correct Data         | Phyllis    | Kramer    | Senior Director, Global Relationship Management | USTglobal           | 120 Vantis        | Aliso Viejo | CA    | 92656       | disguised    | disguised |
| Participating Vendor |            |           |   |                     |                   |             |       |             |              |           |
| Demandbase           | Phyllis    | Kramer    |   | USTglobal           | 120 Vantis        | Aliso Viejo | CA    | 92656       |              |           |
| idEXEC               |            |           |   |                     |                   |             |       |             |              |           |
| Jigsaw               |            |           |   |                     |                   |             |       |             |              |           |
| Lead411              |            |           |   |                     |                   |             |       |             |              |           |
| NetProspex           |            |           |   |                     |                   |             |       |             |              |           |
| OneSource            |            |           |   |                     |                   |             |       |             |              |           |
| SalesGenie           |            |           |   |                     |                   |             |       |             |              |           |
| Selectory            | Phyllis    | Kramer    | Partner   | Engineered Software | 856 N Monterey St | Alhambra    | CA    | 981801-1574 | 626-570-8028 |           |
| Zapdata              |            |           |   |                     |                   |             |       |             |              |           |
| ZoomInfo             | Phyllis    | Kramer    | Vice President of Marketing (past)              | Privacy Inc.        |                   |             |       |             |              |           |

**THE CONTACT RECORDS REPORTED: THERESA KUSHNER**

|                      | First Name | Last Name | Title   | Company       | Address               | City     | State | Zip        | Office Phone | Email              |
|----------------------|------------|-----------|---|---------------|-----------------------|----------|-------|------------|--------------|--------------------|
| Correct Data         | Theresa    | Kushner   | Director, Customer Intelligence                 | Cisco Systems | 170 West Tasman Drive | San Jose | CA    | 95134-1706 | 408-526-8774 | thkushne@cisco.com |
| Participating Vendor |            |           |   |               |                       |          |       |            |              |                    |
| Demandbase           | Theresa    | Kushner   |   | Cisco Systems | 170 West Tasman Drive | San Jose | CA    | 95134-1706 |              |                    |
| idEXEC               |            |           |   |               |                       |          |       |            |              |                    |
| Jigsaw               | Theresa    | Kushner   | Director, Integrated Customer Intelligence      | Cisco Systems | 170 West Tasman Drive | San Jose | CA    | 95134-1700 | 408-526-8774 | thkushne@cisco.com |
| Lead411              |            |           |   |               |                       |          |       |            |              |                    |
| NetProspex           | Theresa    | Kushner   | Director of Customer and Marketing Intelligence | Cisco Systems | 170 West Tasman Drive | San Jose | CA    | 95134-1706 | 408-526-4000 | tkushner@cisco.com |
| OneSource            |            |           |   |               |                       |          |       |            |              |                    |
| SalesGenie           |            |           |   |               |                       |          |       |            |              |                    |
| Selectory            |            |           |   |               |                       |          |       |            |              |                    |
| Zapdata              |            |           |   |               |                       |          |       |            |              |                    |
| ZoomInfo             | Theresa    | Kushner   | Director of Customer Intelligence               | Cisco Systems |                       |          |       |            |              |                    |

## THE SALES TERMS

While we had no intention of asking about pricing, we did want to learn whether the vendors are willing to sell small amounts of data for one-off campaigns, or whether they insist on annual subscriptions by the seat. Three vendors did not provide an answer to this question.

Here is how the vendors responded to the following:

*Please describe your sales terms. For example, do you sell only through annual subscription? Can marketers purchase data from you on a one-off basis? Note: We are **not** asking for pricing information here.*

| Participating vendor |  |
|----------------------|--|
| Demandbase           | Demandbase sells our data and solutions directly online at <a href="http://www.demandbase.com">www.demandbase.com</a> , through our direct sales force, and through channel partners. Customers are offered \$20 of free contacts upon registration, and can thereafter purchase contacts one at a time or in bulk without a subscription. Corporate volume discounts are also available for larger purchasers.  |
| idEXEC               |  |
| Jigsaw               | Our sale model is varied. Customers can purchase static one-off data purchases (lists, bulk uploads), or they can buy annual subscriptions. The big differentiator is that in either model, the customer owns the data. Unlike one-time list rental, or one-year licenses, with our competitors, Jigsaw lets you own it in perpetuity. For static purchase, you don't get updates, in subscription, model you do, but either way, with Jigsaw, you buy it once and own it forever. |
| Lead411              | Monthly/annual subscription or \$0.25 a record for lists.  |
| NetProspex           | NetProspex provides both annual subscriptions and one-off purchase. No limits on amount of contacts. Product is an online self-service model with detailed selection criteria. Users can pick exact contacts they want from preview information provided in results sets.  |
| OneSource            | A OneSource subscription is available on an annual basis. Marketers can also purchase on a one-off basis and clients can generate lists pertinent to their needs.  |
| SalesGenie           |  |
| Selectory            | Selectory is sold as an annual subscription and is available in a variety of different slices and pricing options. Users can customize their database by geography, company size, industry and more.   |
| Zapdata              | We sell a single company report or a list online on a pay-as-you-go basis and a one-off basis. We also offer prepaid contracts but no subscription. In a prepaid contracts your purchases are deducted from your balance.  |
| ZoomInfo             |  |

## OBSERVATIONS ABOUT THE DATA

Going into this study, we figured that, because B-to-B data is a mature category, most vendors have fairly similar access to information about U.S. businesses. We also assumed that data accuracy would be a serious problem, on the grounds that we don't know any business marketer who doesn't complain endlessly about data quality.

We were surprised on both fronts. First, we did not expect such a wide variance among company counts and contact counts reported by various vendors. In SIC 32, stone, clay and glass products, for example, when we asked how many companies each vendor had on file, the counts ranged from 385 to 36,382, with all kinds of quantities in between.

In terms of completeness, the least likely data element to be available was email address, followed by fax number. This probably reflects the relative recency of these media as business communications tools.

Second, we were pleasantly surprised by the level of data accuracy revealed in this study. When vendors reported having the individual's record, it was correct in the vast majority of cases.

The major problem was in coverage. Many of our ten individuals were missing from the databases of several vendors. In one case, that of Jim Carey, only two of the ten vendors carried the record. The higher ranking business people (CEO, president, CFO) tended to enjoy better coverage among the data providers.

## ADVICE TO BUSINESS MARKETERS ORDERING COMPILED DATA ONLINE

Analysis of these results suggests that business marketers should exercise caution when ordering data from compilers. Marketers are advised to develop a detailed ordering methodology, to increase the likelihood that the data they receive is what they were seeking.

Some guidelines:

- Given the wide variances in data quantity and quality, it's essential that you investigate thoroughly the data sources and maintenance practices of the vendors you are considering.
- Do not assume that all subsidiaries of large compilers will have the same data. SalesGenie, OneSource and idEXEC are all units of InfoGroup. Selectory and Zapdata are divisions of D&B. All showed dramatic differences.
- When you do place your order, be very specific about industry selections. Find out if the vendor uses SIC, or some kind of conversion algorithm. Not that any method is wrong—just that you want to know exactly what you are getting.
- Keep an eye out for vendor specialization by industry. NetProspex, for example, appears to have particular depth in the business services category, but does not cover education at all.
- It's a good idea to conduct a comparative test before you buy. One way to do this is by running an append test, sending each potential vendor a list of 5000 of your house names and asking them to add data fields. Be sure you include a few dozen records on which you know the "truth," to assess accuracy of what comes back. Another method is to order a sample of names, and verify their accuracy by telephone.

We hope our research is useful to business marketers who are renting or buying data online. This information will serve as a guide as you conduct your due diligence.



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(October 2005)

“Keep it Clean: Address Standardization Data Maintenance for Business Marketers”  
(February 2006)

“Outsourcing Your Marketing Database: A ‘Request for Information’ is the First Step”  
(March 2006)

“Enhancing Your B-to-B Database with Data Append”  
(November 2006)

“15 Thorny Data Problem That Vex B-to-B Marketers, and How to Solve Them”  
(November 2006)

“What B-to-B Marketers are REALLY Doing with Their Databases”  
(September 2007)

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