

BUSINESS-TO-BUSINESS DATABASE MARKETING

**ONLINE SOURCES
OF B-TO-B DATA:
A COMPARATIVE ANALYSIS,
2010 EDITION**

**BY BERNICE GROSSMAN & RUTH P. STEVENS
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EXECUTIVE SUMMARY

An update to research on data sources published in 2009, this white paper evaluates the volume and accuracy of B-to-B marketing data provided by five suppliers. Like the 2009 results, data coverage and accuracy varied widely among vendors. Thus, we continue to urge marketers who order compiled data to ask very carefully about the compilation practices and policies of prospective vendors. We also strongly recommend that marketers conduct a pre-test of the data to assess its applicability to their particular marketing need.

Access to complete and accurate information about customers and prospects is more important than ever to business marketers. In the last year, much has happened in the world of B-to-B compiled data. Suppliers who compile business data via the Internet continue to grow their files, and develop new ways to package and present their information. But the traditional B-to-B data compilers have seen declining sales and considerable restructuring and consolidation during the economic downturn.

In light of these changes, we decided to conduct an update of our 2009 research about online sources of B-to-B data. We invited a variety of well-known and reputable vendors to answer a series of questions about their data and their business practices.

We would like to express our deep appreciation to the five vendors who agreed to participate:

- Demandbase
- D&B Selectory
- Infogroup
- Jigsaw
- NetProspex

THE SCOPE AND INTENT OF THE 2010 STUDY

We followed the same approach as last year in order to address the perennial questions that concern business marketers about data volume, completeness and accuracy. We asked the vendors to provide company counts in a selection of critical industry sectors, plus contact counts for specific companies, and complete records on individual business people.

We specified the same ten industries as in the 2009 study, and asked the vendors to tell us how many companies they had in each of the ten, as indicated by SIC. For the contact data, however, this year we selected a different set of well-known firms in each of the ten industries.

We also recruited ten new business people in a variety of industries and in various job categories to agree to serve as this year's guinea pigs. We are grateful to these brave souls for their generous support of this study.

| INDIVIDUAL CONTACTS IN THE STUDY | | | |
|---|----------------------|--|---|
| Industry | Name | Company | Title |
| Environment | Stephen Wallis | AIRxpert Systems | Chairman |
| Business Services | Deborah Sliz | Morgan Meguire LLC | President & CEO |
| Not-for-profit | Jim Siegel | HealthCare Chaplaincy | Director, Marketing and Communications |
| Education | Michael Devitt | City University of New York | Distinguished Professor, Philosophy Program |
| Transportation | Michael Cox | Aviacargo Inc. | President |
| Government-Administration | Marilyn Sescholtz | Department of Veterans Affairs | Psychiatrist |
| Retail | Bill Williams | Harry & David | CEO |
| Financial Services | Michael Christie | Christie/Coghlin Investment Management | Managing Partner |
| USPS | Cathrine E. Moriarty | USPS | Marketing Specialist |
| Technology | Dominic Dimascia | GSI Commerce | VP, Technology Delivery Services |

This year, we asked only one qualitative question, asking the vendors to explain their competitive positioning in the marketplace.

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 offers the only online database of business contact information that integrates the highest quality data from the industry's top sources (Jigsaw, InfoUSA, D&B, Harte-Hanks, LexisNexis, Hoovers, and dozens of others). More than 8 million business contact records with email have been pre-validated and can be searched online at www.demandbase.com using thousands of powerful filter combinations. A simple user interface, pay-as-you-go pricing, automated de-dupe, and closed-loop web monitoring technology to track responses has made Demandbase #1 for more than 30,000 sales and marketing professionals in just 2 years. Any marketing or sales professional looking for an easier way to target a market or prospect within a sales territory, should try |

| Participating vendor | |
|----------------------|--|
| Demandbase con't | Demandbase. It is free to get started, there are no minimums, and complete business contact information can be added to Outlook, CRM, or any marketing automation system. |
| D&B® Selectory® | D&B® 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 — 16 million in the U.S. and Canada, and 7 million others world-wide. 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. |
| Infogroup | <p>Infogroup is the leading provider of data driven and interactive resources for targeted sales, marketing and research solutions. Sales and marketing professionals know they can rely on Infogroup's flexible suite of solutions to add insight to every stage of the sales and marketing process and to achieve results. Infogroup offers comprehensive information through multiple solutions including:</p> <ol style="list-style-type: none"> 1) idExec, for online access to 2 million executive decision-makers at 900,000 public, private, non-profit, and government organizations in 172 countries. 2) OneSource®, a recognized leader in global business information services, delivering unparalleled company, executive and industry intelligence and content from over 2500 information sources. 3) Our signature US Business Database of 14 million US businesses. The US Business Database is phone verified and is not a derivative of another product or application. As a result, the coverage of the Infogroup US Business Database is intended to represent all active business sites. |
| Jigsaw | Jigsaw is the fastest growing data provider in the world, and the industry leader in Data as a Service (DaaS) and business information. Jigsaw uniquely leverages user-generated content contributed by its global business-to-business community of one million members, as well as world class data hygiene and validation technologies. Jigsaw is the only company in the Industry to use "Native App" sharing where users of CRM systems share data with Jigsaw and extend the reach of the Jigsaw community. Jigsaw gives individuals and companies access to contact information for millions of business professionals and profiles on millions of companies. In addition to delivering low-cost and easy access to high value business information, Jigsaw provides companies with cloud based data acquisition and management services. Jigsaw has won the CODiE award for Best Business Productivity Solution, a CRM Rising Star award, and salesforce.com customer's choice award for Best Sales Intelligence Tool of 2009. |

| | |
|-------------------|---|
| <p>NetProspex</p> | <p>NetProspex is raising the standards of the online contact information industry by being the most accurate resource for business contact information. Business contacts are crowd-sourced from a community of users, and verified by proprietary technology before being published. Continual data scrubbing ensures maximum quality. With over 9 million verified contacts, NetProspex provides accurate contact information on difficult-to-find decision makers across North America.</p> <ol style="list-style-type: none"> 1. It's growing — new records added each day. 2. It's verified — scrubbed by powerful proprietary CleneStep™ technology and backed by a 100% hard bounce replacement guarantee within 30 days. 3. It's crowd-sourced, providing a deep reach into hard-to-find mid-management decision makers. 4. It's integrated, designed to fuel companies large and small, available on the AppExchange, and perfect for fueling marketing automation and sales pipeline fulfillment. |
|-------------------|---|

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.*

| | Demandbase | D&B® Selectory® | Infogroup | Jigsaw | NetProspex |
|----|--------------------------------------|-----------------|--|---------|------------|
| 32 | Stone, clay and glass products | 28,630 | 26,853 | 10,446 | 852 |
| 56 | Apparel and accessory stores | 203,663 | 228,194 | 19,766 | 1,200 |
| 28 | Chemical and allied products | 33,852 | 23,782 | 16,236 | 6,616 |
| 64 | Insurance agents, brokers & services | 221,917 | 267,784 | 30,760 | 11,030 |
| 73 | Business services | 2,434,988 | 894,833 | 297,986 | 63,039 |
| 81 | Legal service | 323,037 | 561,712 | 69,152 | 12,156 |
| 80 | Health service | 902,982 | 1,829,198 | 108,780 | 20,108 |
| 82 | Educational service | 232,129 | 288,577 | 73,196 | 16,242 |
| 35 | Machinery, except electrical | 94,318 | 105,875 | 53,852 | 9,737 |
| 48 | Communications | 119,848 | 114,099 | 59,168 | 5,978 |
| | Do you code firms with NAICS? | no | yes, through an SIC to NAICS conversion file | yes | no |

D&B Selectory reported counts on companies whose Primary SIC is as shown. Companies with Secondary SICs in the named categories are not included. About a third of all US companies on the D&B file use multiple name and address combinations for what is really the same company at the same address. However, D&B products neither count separately, nor deliner separately as prospects, multiple variations of the same company at the same address. Jigsaw uses its own "Jigsaw Industry Code," and overlays SIC from a third party source. In these counts, Jigsaw stated that they included both the "hard match SICs," as well as the mapping of SIC to JIC.

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.*

| | Demandbase | D & B® Selectory® | Infogroup | Jigsaw | NetProspex |
|-----------------------------------|------------|-------------------|-----------|--------|------------|
| Andersen Windows | 416 | 104 | 121 | 11 | 36 |
| Nordstroms | 644 | 253 | 285 | 852 | 234 |
| Monsanto | 1,332 | 370 | 172 | 1,238 | 1,251 |
| MetLife | 6,250 | 1,196 | 1,318 | 7,088 | 879 |
| Accenture | 22,084 | 258 | 131 | 27,668 | 784 |
| Baker & McKenzie | 453 | 82 | 178 | 2,665 | 516 |
| Methodist Hospital System | 7 | 65 | 928 | 321 | 454 |
| ETS (Educational Testing Service) | 281 | 75 | 105 | 384 | 224 |
| Dell | 2,161 | 212 | 199 | 7,061 | 2,409 |
| Verizon | 5,583 | 6,066 | 1,687 | 11,544 | 3,586 |

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 and email.*

| | Demandbase | D & B® Selectory® | Infogroup | Jigsaw | NetProspex |
|-----------------------------------|------------|-------------------|-----------|--------|------------|
| Andersen Windows | 416 | 104 | 36 | 11 | 29 |
| Nordstroms | 644 | 253 | 232 | 852 | 228 |
| Monsanto | 1,332 | 370 | 145 | 1,238 | 1,081 |
| MetLife | 6,250 | 1,196 | 630 | 7,088 | 852 |
| Accenture | 22,084 | 258 | 119 | 27,668 | 69 |
| Baker & McKenzie | 453 | 82 | 160 | 2,665 | 491 |
| Methodist Hospital System | 7 | 65 | 396 | 321 | 450 |
| ETS (Educational Testing Service) | 281 | 75 | 33 | 384 | 220 |
| Dell | 2,161 | 212 | 188 | 7,061 | 2,379 |
| Verizon | 5,583 | 6,066 | 1,755 | 11,544 | 3,093 |

Selectory defines "complete" as meaning contacts having full name, title, address and phone, but not email. They also notes that some records may not have fax number.

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: STEPHEN WALLIS

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|------------|-----------|-----------|------------------------|--------------------|-----------|-------|------------|----------------|-----------------------|
| Correct Data | Stephen | Wallis | Chairman | AIRxpert Systems | 1 John Wilson Lane | Lexington | MA | 02421 | 781-862-4739 | steve@airxpert.com |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | Stephen | Wallis | President | Airxpert Systems Inc | 1 John Wilson Ln | Lexington | MA | 02421-6032 | 781-862-4739 | |
| Infogroup | STEPHEN | WALLIS | OWNER | AIRXPERT SYSTEMS INC | 1 JOHN WILSON LN | LEXINGTON | MA | 02421 | 781-862-4739 | |
| Jigsaw | Stephen | Wallis | President | Airxpert Systems Inc. | 1 John Wilson Ln | Lexington | MA | 02421-6032 | 1.781.862.4739 | s.wallis@airxpert.com |
| NetProspex | Stephen | Wallis | President | AIRxpert Systems, Inc. | 1 John Wilson Ln. | Lexington | MA | 02421-6032 | 781-862-4739 | steve@airxpert.com |

THE CONTACT RECORDS REPORTED: DEBORAH SLIZ

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|-------------------|------------------|-----------------|--------------------|-------------------------------|-------------|--------------|------------|---------------------|--------------------------|
| Correct Data | Deborah | Sliz | President & CEO | Morgan Meguire LLC | 1225 I Street, NW, Suite 1150 | Washington | DC | 20005 | (202) 661-6192 | dsliz@morgan-meguire.com |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | | | | | | | | | | |
| Infogroup | DEBORAH | SLIZ | PRESIDENT | MORGAN MEGUIRE LLC | 1225 I ST NW #1150 | WASHINGTON | DC | 20005 | 202-661-6180 | DSLIZ@MORGAN-MEGUIRE.COM |
| Jigsaw | Deborah | Sliz | President | Morgan Meguire LLC | 1225 I St NW, Ste 300 | Washington | DC | 20005-5955 | 1.202.661.6180 | dsliz@morgan-meguire.com |
| NetProspex | Deborah | Sliz | President & CEO | Morgan Meguire LLC | 1225 I Street, NW, Ste 300 | Washington | DC | 20005 | 202.661.6192 | dsliz@morgan-meguire.com |

THE CONTACT RECORDS REPORTED: JIM SIEGEL

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|-------------------|------------------|--|-------------------------------|----------------------------|-------------|--------------|------------|---------------------|-----------------------------------|
| Correct Data | Jim | Seigel | Director, Marketing and Communications | HealthCare Chaplaincy | 315 E. 62nd Street, 4th Fl | New York | NY | 10065 | 212-644-1111 x141 | jsiegel@health-carechaplaincy.org |
| Participating Vendor | | | | | | | | | | |
| Demandbase | Jim | Seigel | Director Marketing & Communications | The HealthCare Chaplaincy Inc | 307 E 60th St | New York | NY | 10022 | 212 6441111 | jsiegel@health-carechaplaincy.org |
| D&B Selectory | | | | | | | | | | |
| Infogroup | | | | | | | | | | |
| Jigsaw | | | | | | | | | | |
| NetProspex | | | | | | | | | | |

THE CONTACT RECORDS REPORTED: MICHAEL DEVITT

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|-------------------|------------------|---|-----------------------------|--------------------------------------|-------------|--------------|------------|---------------------|---------------------|
| Correct Data | Michael | Devitt | Distinguished Professor at Philosophy Program | City University of New York | Graduate Center of CUNY, 365 5th Ave | New York | NY | 10016 | 212-817-8620 | MDevitt@gc.cuny.edu |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | | | | | | | | | | |
| Infogroup | | | | | | | | | | |
| Jigsaw | | | | | | | | | | |
| NetProspex | | | | | | | | | | |

THE CONTACT RECORDS REPORTED: MICHAEL COX

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|------------|-----------|---------------------------------------|----------------|------------------------|----------|-------|------------|--------------|--------------------|
| Correct Data | Michael | Cox | President | Aviacargo Inc. | 304 Park Avenue South | New York | NY | 10010 | 212-949-3139 | mcox@aviacargo.com |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | Michael | Cox | President | Aviacargo | 304 Park Ave S Fl 11 | New York | NY | 10010-4305 | | |
| Infogroup | MICHAEL J | COX | PRESIDENT | AVIA CARGO INC | 304 PARK AVE S, STE 11 | NEW YORK | NY | 10010 | | MCOX@AVIACARGO.US |
| Jigsaw | | | | | | | | | | |
| NetProspex | Michael | Cox | President, Sales and Customer Service | AVIA Cargo | 304 Park Ave. South | New York | NY | 10010 | 216-671-5500 | mcox@aviacargo.us |

THE CONTACT RECORDS REPORTED: MARILYN SESCHOLTZ

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|-------------------|------------------|--------------|--|-------------------|-------------|--------------|------------|---------------------|--------------------------|
| Correct Data | Marilyn | Sescholtz | Psychiatrist | Department of Veterans Affairs | 423 E.23rd Street | New York | NY | 10010 | 212-686-7500 x4919 | marilyn.sescholtz@va.gov |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | | | | | | | | | | |
| Infogroup | | | | | | | | | | |
| Jigsaw | Marilyn | Sescholtz | Psychiatrist | United States Department of Veterans Affairs | 423 E 23rd St | New York | NY | 10010-5011 | 1.212.951.5983 | marilyn.sescholtz@va.gov |
| NetProspex | | | | | | | | | | |

THE CONTACT RECORDS REPORTED: BILL WILLIAMS

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|------------|-----------|-------------------------------------|----------------------------|----------------------|---------|-------|------------|----------------|-----------------------------|
| Correct Data | Bill | Williams | CEO | Harry & David | 2500 S. Pacific Hwy. | Medford | OR | 97501-2675 | 541-864-2727 | williams@HarryandDavid.com |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | William | Williams | President; Chief Executive Officer | Harry & David Holdings Inc | 2500 S Pacific Hwy | Medford | OR | 97501-8724 | 541-864-2362 | |
| Infogroup | William H. | Williams | President & Chief Executive Officer | Harry & David | 2500 S Pacific Hwy | Medford | OR | 97501-8724 | 541-776-2121 | wwilliams@bco.com |
| Jigsaw | William | Williams | Chief Executive Officer | Harry and David | 2500 S Pacific Hwy | Medford | OR | 97501-8724 | 1.541.864.2121 | wwilliams@harryanddavid.com |
| NetProspex | Bill H. | Williams | President, CEO, and Director | Harry & David | 2500 S Pacific Hwy | Medford | OR | 97501-8724 | (541) 864-2362 | williams@harryanddavid.com |

THE CONTACT RECORDS REPORTED: MICHAEL CHRISTIE

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|------------|-----------|------------------|--|----------------------|----------|-------|------------|----------------|-----------------------------------|
| Correct Data | Michael | Christie | Managing Partner | Christie/Coghlin Investment Management | 2 Landmark Square 2F | Stamford | CT | 06901 | (203) 504-2890 | michael.christie@wachoviafnet.com |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | | | | | | | | | | |
| Infogroup | | | | | | | | | | |
| Jigsaw | Michael | Christie | Partner | Wachovia Securities | 2 Stamford Plz | Stamford | CT | 06901-3263 | 1.203.504.2890 | michael.christie@wachoviafnet.com |
| NetProspex | Michael | Christie | Managing Partner | Christie/Coghlin Investment Management | 2 Landmark Square | Stamford | CT | 6901 | 203-504-2890 | michael.christie@wachoviafnet.com |

THE CONTACT RECORDS REPORTED: CATHRINE MORIARTY

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|-------------------|------------------|----------------------|------------------------------|----------------------------|-------------|--------------|------------|---------------------|------------------------------|
| Correct Data | Cathrine | Moriarty | Marketing Specialist | USPS | 475 L'Enfant Plaza SW | Washington | DC | 20260-7540 | 202-268-7498 | cathrine.e.moriarty@usps.gov |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | | | | | | | | | | |
| Infogroup | | | | | | | | | | |
| Jigsaw | Cat | Moriarty | Editor | United States Postal Service | 475 L Enfant Plz Southwest | Washington | DC | 20260-1805 | 1.202.268.2155 | delivermag@usps.com |
| NetProspex | | | | | | | | | | |

THE CONTACT RECORDS REPORTED: DOMINIC DIMASCIA

| | First Name | Last Name | Title | Company | Address | City | State | Zip | Office Phone | Email |
|----------------------|------------|-----------|----------------------------------|----------------|------------------|-----------------|-------|------------|----------------|---------------------------|
| Correct Data | Dominic | Dimascia | VP, Technology Delivery Services | GSI Commerce | 935 First Avenue | King of Prussia | PA | 19406 | (610) 491-7221 | dimasciad@gsicommerce.com |
| Participating Vendor | | | | | | | | | | |
| Demandbase | | | | | | | | | | |
| D&B Selectory | | | | | | | | | | |
| Infogroup | | | | | | | | | | |
| Jigsaw | Dominic | Dimascia | Chief Information Officer | Genesis Direct | 391 Robertts Rd | Oldsmar | FL | 34677-4918 | 1.813.855.4274 | ddimascia@gendirect.net |
| NetProspex | | | | | | | | | | |

Jigsaw classifies a record that has been reported as incorrect by a member of the Jigsaw Community as being in the "Graveyard." This usually means the contact has left the company. The Graveyard status can be changed once the report has been successfully Appealed or Updated. Jigsaw's record for Dominic Dimascia was classified as Graveyard.

OBSERVATIONS ABOUT THE DATA

We knew going into the 2010 study that much consolidation had taken place in the B-to-B data industry. So it came as no surprise that fewer firms participated in our study this year—five, down from ten. Last year, several divisions of both Infogroup and D&B participated. But this year, both of these firms chose to represent themselves with single reports. One firm from last year dropped out because it had divested its business lists division. Other companies, like ZoomInfo, declined to take the time to participate due to the press of business.

Overall, the results bring us to the same conclusion as last year: The business data available from vendors tends to be relatively accurate, but coverage is extremely spotty.

To be fair, this year we went further afield in selecting the ten businesspeople whose individual records would be requested from the vendors. We included such people as a psychiatrist from the VA, a marketing director at a non-profit, and a Washington lobbyist. All of these people are active buyers of business products and services, and thus of great interest to business marketers. But in many cases, the vendors had no records on them.

Another interesting angle in the data is the wide variance between vendors who build their files from the business level and those who build from the contact level. Jigsaw is an example of the latter, having begun as a business-card swap site. As such, compared to traditional compilers like Infogroup and D&B, Jigsaw has many contacts per company, but relatively fewer companies per industry.

Like last year, individuals with more senior titles tended to attract better coverage. Also like last year, we noticed that we could ask the same question of multiple vendors and get some very different answers, due to differences in interpretation and definition.

With regard to how the reported data has changed year on year, we can make a few observations:

- Inexplicably, some vendors reported vastly lower company counts in the same SICs in 2010 versus 2009.
- On the individual records, we assumed that vendors would provide us with direct phone numbers, but many provided only the general company number.

ADVICE TO BUSINESS MARKETERS ORDERING COMPILED DATA ONLINE

Our advice to marketers based on this year's data has changed little from last year. We urge caution when ordering data from compilers. Marketers should develop a detailed ordering methodology, to increase the likelihood that the data they receive is what they were seeking.

Our 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.
- Specify exactly what you mean when ordering data. Also drill down in detail to understand what the vendor means. In this year's research, D&B Selectory and Jigsaw were working from a different definition of the term "complete" than ours. Not that either is right or wrong—but this can add to the confusion experienced by data buyers. As another example, when asking for phone number, be clear about whether you want the general switchboard or the contact's direct dial.
- Be very specific about industry selections. Find out if the vendor uses SIC, or some kind of conversion algorithm. You want to know exactly what you are getting.
- Keep an eye out for vendor specialization by industry. As we saw in this year's study, some individuals in some categories were not included in these large databases. So it's

essential for market coverage that you explore industry specialty files for both prospecting and data append purposes.

- Consider whether you want breadth of contacts or breadth of companies—or both. Data source will always be an important factor in determining which compiler is right for you in the area of contacts versus companies. To enhance coverage, many marketers find that buying data from multiple vendors is necessary.
- Only use reputable vendors. A number of unscrupulous firms have entered the market claiming they can get you any business names you want, but their data turns out to be stolen, inaccurate, or otherwise not usable.
- Conduct a comparative test before you buy. Here are three approaches you can try:
 1. Send each potential vendor a list of 5000 records from your house file and asking them to add data fields.

Include a few dozen records on which you know the “truth,” to assess accuracy of what comes back.

2. Order a sample of names from a prospective vendor as per above, and then verify the accuracy of sample records by telephone.
3. Give each prospective vendor a set of instructions using very narrow criteria like a certain employee size range and sales volume range in a certain state. Ask the vendors to sort the records in ZIP sequence, and give you the first 1000 records to look at. A high incidence of identical records among the vendors will be a strong indicator of likely accuracy.

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.



BERNICE GROSSMAN is president of DMRS Group, Inc., a marketing database consultancy in New York City. She is past chair of the B-to-B Council of The DMA. Reach her at bgrossman@dmrsgroup.com



RUTH P. STEVENS consults on customer acquisition & retention, and teaches marketing to graduate students at Columbia Business School. She is the author of *The DMA Lead Generation Handbook*, and her new book is *Trade Show and Event Marketing*. Reach her at ruth@ruthstevens.com

This publication is part of a series entitled *Business-to-Business Database Marketing*, by Bernice Grossman and Ruth P. Stevens. Papers published to date include:

“Our Data is a Mess! How to Clean Up Your Marketing Database”
(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)

“Online Sources of B-to-B Data: A Comparative Analysis”
(January 2009)

These papers are available for download at
www.dmrsgroup.com and www.ruthstevens.com
