DATA CLEANSING BUYER'S GUIDE

How to Find Your Dream Data Vendor

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Playing the Data Game

So you've got dirty data. No need to blush. You just need a data cleansing provider to streamline your data.

Shopping for a data vendor (or any vendor, really) can be a bit like dating:

Attractive, Motivated B2B Company Seeking a High-Class Data Cleansing Vendor to Meet My Needs

"I have a list of "must haves": my ideal data vendor should complement my skill set. My intended beau should also be someone who makes me a better company and supports my marketing efforts, even when obstacles arise.

"However, I pride myself in being a realist. I know that no data vendor is perfect. Everyone has their flaws. It's all about finding the right vendor for me, someone who understands my needs and doesn't exhibit any of my dealbreakers.

"All I want is a data vendor who *gets* me. **Is that too much to ask?"**

"So, I put myself out there. Next thing I know, I'm submerged in a sea of martech software suitors, struggling to sort through my myriad of matches as they compete for my attention. Potential vendors swarm my inbox, attempting to coax me into a sale.

"But with all of that sales & marketing sweet talk, it's hard to get past the façade to see what they're really like. Just because a vendor makes me promises doesn't mean they'll follow through.

"So how do I cut through the expertly polished pitches to drill down to what really matters: *can this vendor meet my needs and support my pursuit of success?*

"It can feel overwhelming at times, but I stay the course. I'm a confident, successful B2B company who knows what they want. I've just got to play the field. Go on a few dates. Demo a few vendors. See what feels right.

"I'm being true to my needs, keeping my "must haves" top of mind, and asking the tough questions. I know that soon I'll find that perfect data provider and we'll build a thriving connection that endures."

Successful marketing starts with your data. Correct, complete contact data is the first step towards more successful marketing campaigns.

The Dirty on Clean Data

Think about your next big marketing campaign. Visualize it in your mind's eye, taking into account the hours of work and dedication that will go into its execution. Imagine the moment you first pull the metrics on your labor of love, only to see that your results are about 32% worse than what you expected.

If you haven't cleansed your database recently, then that's probably the outcome you'll get.

Contact data expires at a rate of 32% per year. That's a *third* of your database that is slowly eroding, rendered useless by the passage of time.

And let's be real: for the SMB, that 32% might not seem like such a big deal. But for the enterprise marketing team executing sophisticated drip campaigns to target accounts, that 32% rate of detrition becomes a bit more dangerous.

"We sent it to the wrong people, but at least it was a great campaign," said no CMO ever.

Contact data expires at a rate of 32% per year.

QUESTIONS
FOR POTENTIAL DATA VENDORS

1 WHERE DO YOU SOURCE YOUR DATA?

2 CAN YOU INTEGRATE WITH MY MAP?

3 CAN YOU INTEGRATE WITH YOUR CRM?

4 DO YOU HAVE GLOBAL CONTACTS?

5 CAN YOU SUPPORT MY ABM STRATEGY?

6 HOW MANY FIELDS OF DATA DO YOU HAVE IN YOUR DATABASE?

7 CAN I REFRESH/CLEANSE MY DATA ON MY OWN OR DO YOU HAVE TO DO IT FOR ME?

8 DO YOU OFFER ONE-TIME DATA CLEANSING OR CAN I REFRESH MY DATA ON AN ONGOING BASIS?

Where do you get your data?

It's counterproductive to cleanse your data if the data provider you select is getting their data from bad sources. There are a number of red flags you need to watch out for when vetting your potential data providers.

Red Flag #1: Bad List Buys

If a data provider is simply buying contact lists en masse from a list-purchasing company, this is a red flag.

Data that comes directly from the original source — i.e. from the contact themselves — is ideal. However, very few data providers offer self-reported contact data and attributes.

Purchased contact lists are 15 months old on average at the point of sale.
— SiriusDecisions

Red Flag #2: Compiled Data

Data list companies almost always compile data: that is, they take one source, add that list to their other sources and, at some point, have to decide which conflicting data points are most accurate to merge it all together.

As you can imagine, this creates errors and inconsistencies. When data is gathered from more than one source, the risk of inaccuracy is extremely high.

Red Flag #3: Crowd-Sourced Data

And then there's crowd-sourced data, which is an even bigger red flag. Crowd-sourced data means that the source of the data is other individuals who *claim* that a record is accurate or inaccurate based off of information they have that may (or may not) be closer to the original contact.

Rewards and incentives are often put in place to encourage customers to correct records when they're wrong. Contact data is not a democracy; just because someone says that a record is accurate doesn't mean it is.

Social-Sourced Data

Social-sourced data — data that's gathered from social profiles and sites where information is publicly available because it was self-reported by the actual contact — is ideal.

While B2C social-sourced data can be a bit hit or miss, B2B social data is generally accurate due to its very nature.

Think about it: would you put inaccurate or incomplete data on your LinkedIn profile? Social-sourced, triple-validated data is what you want in a data cleansing provider.

Can you integrate with my MAP? 2

Whether you're a powerhouse Marketo user or a ride-or-die Eloqua expert, marketers live and die by their marketing automation platforms (MAP). When it comes to data cleansing, MAP integration should be one of your first concerns.

Manually extracting your data from your database, cleansing it, enriching it, and then manually inserting it back into your MAP is a real pain in the SaaS.

A best-in-class data cleansing provider should integrate directly with your MAP to seamlessly transition your brand new, squeaky clean data back into your database without any hassle.

Can you integrate with my CRM? 3

We all know the age-old adage, "If you wanna be my vendor, you've gotta get with my CRM." CRM integration should be also be non-negotiable as you shop around.

There are too many high-quality data vendors out there who can cleanse your data and import it directly back into your MAP and CRM to settle for a vendor who wants you to do the process manually.

Do you have global contacts in your database? **4**

A number of top data providers fall short when it comes to global B2B contacts. If you are actively marketing outside of the United States, it can be more difficult to find a data cleansing vendor that's right for you.

Be sure your potential data cleansing provider can cleanse your B2B contacts both inside and outside of the U.S. if you have international business interests. And if they can't? That's a dealbreaker.

Can you guarantee the quality of your data? **5**

If you're going to put yourself out there, you want to make sure you won't get burned. The last thing you want is to do is put in the effort, build the relationship with your vendor, and then realize when you're in too deep that their data is dirty.

You want to look for a vendor who validates and verifies their data to ensure that it's as correct as possible.

A quality data vendor will be able to validate B2B professional emails with via their email server, verify the contact data via the web, and, if you find a true catch, even have a real human verify the data by hand.

How many fields of data do you have in your database? **6**

B2B marketers of yesteryear could get away with buying lead lists with just names and company titles.

However, in today's marketing landscape that is increasingly focused on authenticity and personalization, finding high-quality MQLs starts with having the most detailed information possible.

It's important to ask a potential data cleansing provider how many usable data elements per contact they have in their database.

A quality data cleansing provider should be able to not just cleanse your data and identify discrepancies, but also to enrich your data with additional information. An ideal data cleansing provider can cleanse and enrich contact data with 50+ fields of data.

Can I refresh/cleanse my data on my own or do you have to do it for me?

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The last thing you want is a co-dependent vendor/client relationship. You don't want a data vendor who will clean your data once and then disappear.

Find a data vendor with a self-service platform that you can access to cleanse and refresh your data yourself at your own convenience so cleansed data is always at the tip of your fingertips.

Do you offer one-time data cleansing or can I refresh my data on an ongoing basis?

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A truly superior data vendor won't cleanse it and quit it. Be on the lookout for a data cleansing provider who allows you cleanse and refresh your data in real time. Clean data should be on your terms, so find a data vendor who lets you call the shots and cleanse as frequently as you'd like.

Find Your Perfect Match

Now that you've prepared your conversation starters and identified red flags to watch out for, you're ready to pursue your ideal data vendor.

The right data cleansing provider will meet all your needs and empower you to execute more successful, personalized marketing campaigns to your targeted audience.

Finding your perfect data cleansing match is worth the wait, so don't lower your standards.

Pursue a quality data vendor with diligence and you'll find a connection that will lead to better segmentation, improved targeting, more personal/relevant communication, and even more accurate customer profiling and lead scoring.

It's a Match!

You and Synthio have liked each other.

🗄 Request a Demo

🔍 See Our Profile

SYNTHio

MEET PEOPLE WHERE THEY ARE

About Synthio

Synthio is a new kind of customer data platform that helps B2B sales and marketing teams get to the right people faster. Outdated data, whitespace, misinformation, and technical hurdles can create a big gap between businesses and the people they're trying to meet, costing millions in wasted effort and missed opportunities.

Synthio closes the gap with the accuracy of a people-first approach, the ease of a self-service platform, and the promise of white-glove support. Since 2011, Synthio has served over 1,500 customers, including global companies like Oracle, Microsoft, and Gartner. Synthio has also been listed in the Inc. 5000, ranked among Georgia Technology's Top 40, and named one of Atlanta's Best and Brightest Companies to Work For. To learn more about how Synthio helps B2B marketers meet people where they are, visit **www.Synthio.com**.