



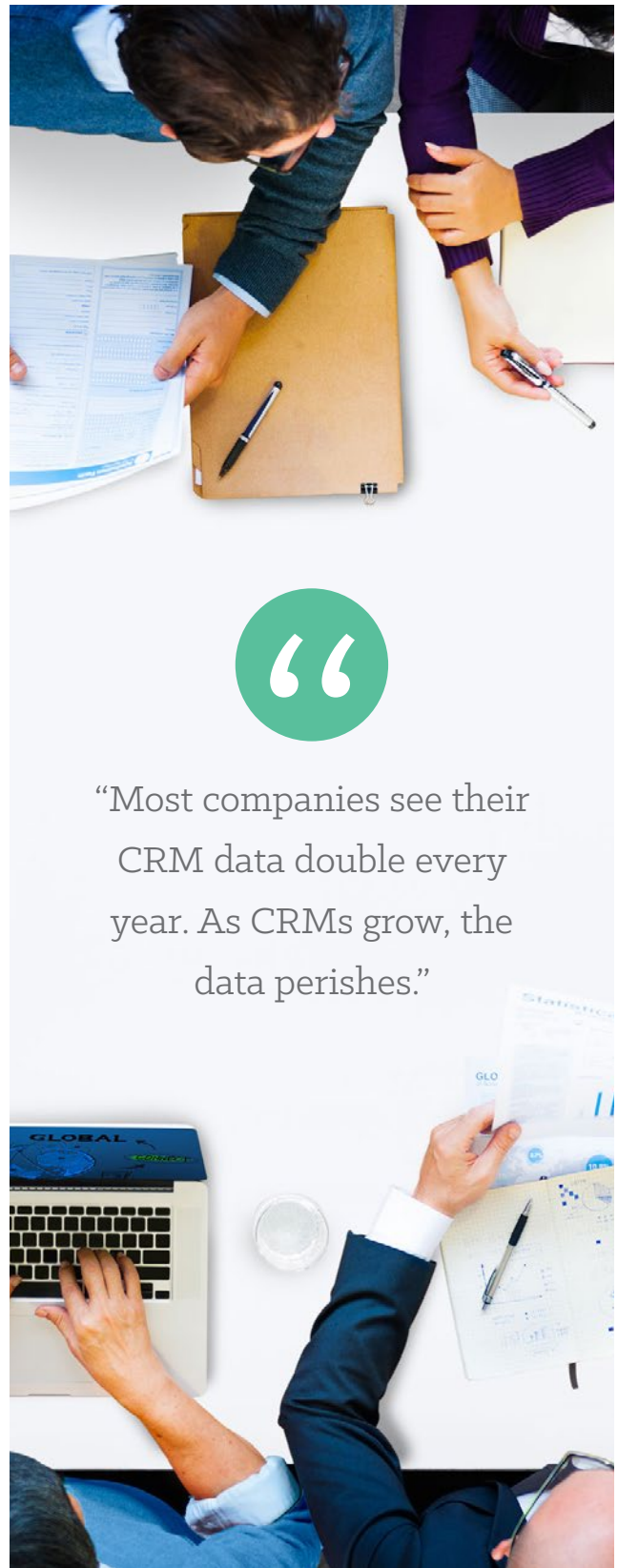
SOLVE YOUR CRM DATA MANAGEMENT CHALLENGES



Solve Your CRM Data Management Challenges

Your account and contact data is the life blood of your sales, marketing, and operations/ analytics organizations. From account research to cold calling, every sales interaction is driven by the availability and accuracy of information on the accounts you want to sell to and on the contacts you need to sell to within your CRM system. Marketers rely on this information to drive campaigns, route leads appropriately, and measure the success and impact of their efforts.

Operations and analytics professionals must trust the underlying data from sales and marketing systems in order to create insights that drive business decision making. All of these activities hinge on the availability of accurate and complete account and contact data within CRM. With this in mind, it is critical that you carefully manage the quality of that data, as it can have a tremendous impact on your sales and marketing success.



“Most companies see their CRM data double every year. As CRMs grow, the data perishes.”

Solve Your CRM Data Management Challenges

BAD DATA = BAD RESULTS

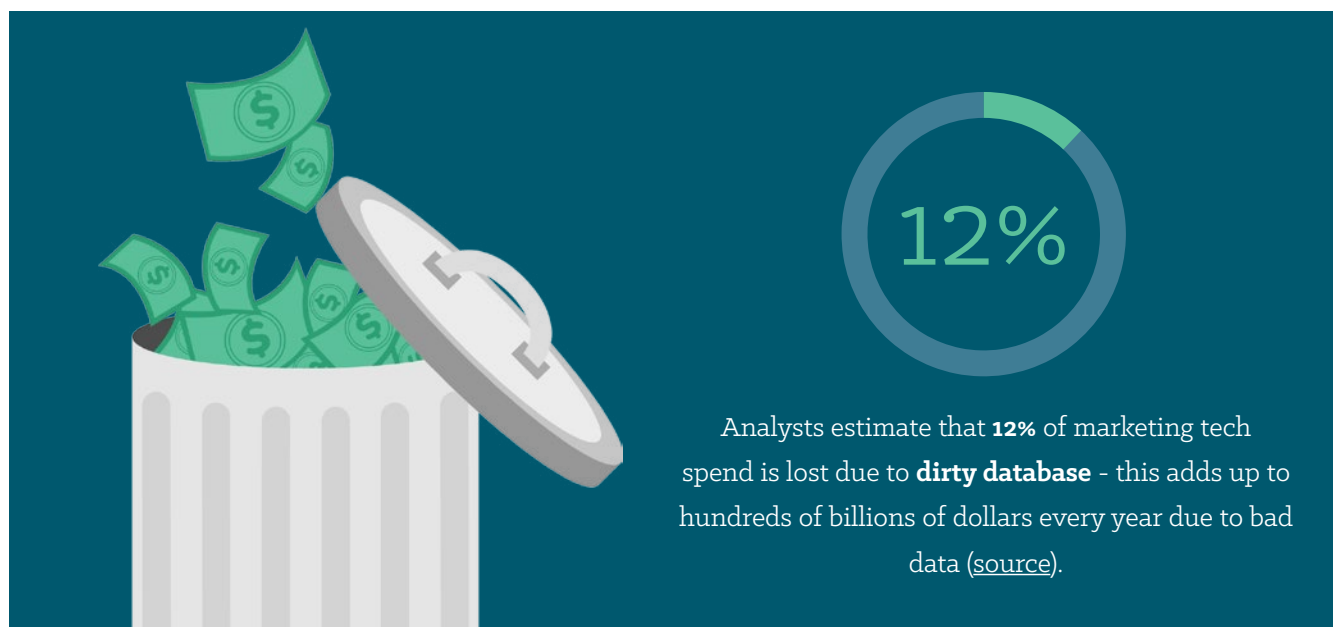
In an effort to capture every sales and marketing interaction with prospects and customers, most companies see their CRM data double every year. As CRMs grow, the data perishes. Around 30% of the U.S. workforce turns over every year and business consolidation continues to drive massive changes in the workforce. This combination of hyper growth and perishability creates a potentially toxic environment if not managed properly.

Let's consider where your CRM data is coming from. A typical B2B company has data flowing from a combination of website forms, sales entry, third party lists, tradeshow lists, and other marketing generated sources. This diverse set

of sources presents a series of challenges. Is the data complete? Is it formatted consistently where every field fits standard pick-list values? Is the information accurate? Is the information up to date?

The series of challenges listed above come into play with every piece of the account and contact data that enters your CRM. These challenges can cost your company serious money if not addressed. Analysts estimate that 12% of marketing tech spend is lost due to dirty database - this adds up to hundreds of billions of dollars every year due to bad data ([source](#)).

Let's explore a few use cases.



Business Challenges Impacted by Data Management Gaps

SALES PRODUCTIVITY

Your sales team's job is to hunt. We expect them to connect with prospects every day to sell their product or service. Unfortunately, CRM is often a mine field filled with distractions and research projects that throw your hunters off of the scent.

Here are some things that are slowing your sales team down:

Missing contact details/direct dials.

A contact record without contact details and direct phone number is a research project for your sales reps. Calling through switchboards to find phone numbers and emails is ineffective and inefficient. Time lost here can have a devastating effect on your sales efforts. Did you know that a direct phone number is over 4X more likely to connect with a prospect?

Missing title/job function details. If you are missing titles or job functions in CRM you are leaving your sales team to guess who to call within an account or to leave CRM to do the research. Every time they leave CRM to start a research project, your company loses money and your rep becomes less effective.

Out of date contact records. Every sales attempt made where they call or email a person who is no longer at the company that they are listed at in CRM is a wasted sales attempt. This will also lead to a lack of trust in your CRM and a lack of adoption.

MARKETING CAMPAIGN EXECUTION

Your marketing team's top priority is to drive leads to sales. We expect marketing to use hyper-segmentation to provide the right messaging to the right person/account at the right time. Unfortunately, a lack of complete, consistent, and correct information on accounts and contacts often make this difficult. A campaign sent to the wrong audience can pose serious consequences on your sender reputation and to your brand, and a simple lack of the right data can make execution near impossible.

Here are some things that are potentially limiting your team's marketing effectiveness:

Incomplete account details. Imagine trying to reach contacts from specific industries or locations, but that information is missing on a large chunk of your CRM data. Missing account details can limit campaign reach and conversions.

Business Challenges Impacted by Data Management Gaps

Missing email addresses. Obviously email marketing is impossible without email addresses. Most CRMs are missing email on a large section of their contacts and leads. Your inability to communicate with known prospects in your CRM due to a lack of email is hurting your brand and your ability to drive leads.

Inconsistent job function details. Most CRMs collect Title for contacts, but don't break Titles down to a role, job function, department, or management level as an independent "segmentable" field. Without the ability to segment your contacts via picklist values, you risk being irrelevant or you risk missing a large swath of your target market.

SALES AND MARKETING OPERATIONS/ANALYTICS

Your analytics team must deliver insights that help drive growth or change. These insights are critical to the success or failure of your business and thus we expect that they portray an extremely accurate picture of your business as the stakes are high. However, analysis based on incomplete, inconsistent, or incorrect information could lead to inaccurate insights that lead your company in the wrong direction.

Here are some things that are potentially limiting your sales and marketing analytics capabilities:

Incomplete Account and Contact Data.

Incomplete data poses risks to your business reporting. Data points like customer industry, company size, location, job function of your customer, etc... are key to your understanding of your business results. The more gaps you have, the more inaccurate your reporting may be.

Inconsistent Data Values. CRMs are filled with inconsistent data values. Whether this is a result of disparate data sources or manual error, it is imperative that your analytics team is able to categorize and select from measurable data picklists. If your picklists are all over the place, you need to address this today as your business insight will be hazy at best.

Incorrect Data Values. Businesses and business people change over time. Businesses enter new markets, grow and shrink, and people are promoted and moved within organizations. Your data enters your system from many sources at different times and thus your CRM is rife with errors. Stay on top of these errors or risk making business decisions based on bad information.

A Framework for Measuring Data Quality

So you're worried you may have a problem? How do I know you ask? Luckily there is a simple but effective framework for measuring your data problem and more importantly, measuring the potential for a data vendor to help with your challenge. Before we explore that, let's talk about how a data management provider can help.

Companies like ZoomInfo maintain broad scale databases of businesses and business people. The difference between ZoomInfo's database and the typical CRM is that ZoomInfo is able to constantly update their dataset to ensure that the data they provide is fresh, accurate, and complete. Through direct integration with CRM, ZoomInfo makes their account and contact data available alongside or instead of the information you currently have, allowing you to update, correct, or replace your existing records.

When setting out to evaluate a data provider's ability to help, it is imperative that you explore how well aligned they are to your data set. After all, their ability to match and update/replace your data is based on them having that account or contact in their system. There are hundreds of data providers in the world, but their inventory of accounts and contacts differ greatly. This is why we suggest you use the 5 C's framework when assessing who to work with.



A Framework for Measuring Data Quality

INTRODUCING THE 5 CS

For every data point that you hope to manage we suggest you follow the 5 Cs framework to understand a data provider's ability to help. It is recommended that before you commit to a data management solution that you send your CRM data to a vendor to allow for an analysis on a field by field basis.



Coverage: How well does the data provider cover the target market I am interested in? Demand that you have access to their system and run targeted searches to determine the available coverage. If a provider suggests that they will research and provide that inventory they will not be able to help you with data management. They must have that data in house already.



Completeness: How well is the provider able to fill the critical fields you are interested in? If you care about completing direct phone numbers where they are missing, you should be assessing how many direct phone numbers they are able to add. If you are looking for titles; do the same for title.



Correctness: After sending your data set for an initial analysis, you should be looking to see how many records the data provider can "update". If you know you have a problem with Employee size or Industry, look to see how many of those values the provider updated. The same would hold true if you have an email or phone validity issue.



Consistency: If you are having issues standardizing your data into manageable picklists, look to understand how many records a provider can update with a standard picklist value. This could also hold true if you are having issue with name capitalization or state/country code values, for example.



Currency: You are considering data management to keep your CRM more up to date. It is critical that you understand the "last update date" that a data provider is able to provide. Look to see how much of the data has been updated in the last 12-18 months as this will help you stay ahead of attrition. The vendor who is able to match to the most data the most recently should be considered as a leader.



Solving your CRM data management challenge is not as hard as you may think. ZoomInfo Clean and Complete takes the pain out of tedious manual data management or export and import of appended lists. The streamlined platform can be installed and configured by a Salesforce.com administrator and monitored and managed through a set of pre-built dashboards so you have a constant eye on your data.

Contact us for more information!

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