HOW TO PREPARE CONTACT AND ACCOUNT DATA FOR AN ACCOUNT-BASED MARKETING STRATEGY

According to SiriusDecisions, since implementing ABM:

ORGANIZATIONS HAVE SEEN PIPELINE GROWTH OF 200%...

...AND THEIR AVERAGE DEAL SIZE INCREASE BY 20%

SUMMARY

Among B2B sales and marketing communities, 2016 brought upon several new concepts, trends and technologies. Perhaps none captured more attention than the re-emergence of account-based marketing as a viable growth strategy.

Because ABM is a strategy, carried out through a concerted collaboration between sales and marketing, it can be developed and executed in a number of ways (named accounts, verticals, etc.), through a number of channels (email, phone, website, etc.). In other words, there are plenty of ways to spend your sales and marketing budget.

But make no mistake, from account selection to engagement, the cornerstone of any successful ABM program begins and ends with contact and account data.

WHAT'S COVERED

Leveraging research and commentary from industry analysts, ZoomInfo has put together the following step-by-step guide for optimizing account & contact data to support an account-based marketing strategies:

1. Data-driven approach to account selection

2. Understanding the importance of contact data

3. Best practices to managing contact & account data

DATA-DRIVEN APPROACH TO ACCOUNT SELECTION

Your ABM program's success depends on the quality of the account universe sales and marketing establishes. How can you ensure your team targets the right accounts?

DATA-DRIVEN APPROACH TO ACCOUNT SELECTION

The backbone of any ABM strategy is market intelligence.

Account Selection

"Data and intelligence are the lifeblood of account-based programs," Tom Scearce, an analyst from TOPO, a sales and marketing advisory firm, explained in a recent article (Source). "It starts with having complete data on the key target accounts. Account intelligence shared across multiple organizations informs account personalization. Data automation is essential for the build-out, appending, and cleansing of the target list."

What Searce is referring to is known as "market intelligence," defined by Forrester

Research as a vendor landscape of data providers that "transform raw data about individuals, companies and markets into meaningful information that sales reps can use to drive tactical and strategic sales activities." *(Source: Forrester Research, Brief: Find The Right Sales Efficiency-Effectiveness Balance)*

Whether your sales and marketing team implements a large, named, vertical, or other firmographic-based (company size, revenue, location or technology infrastructure) account selection process, market intelligence providers can help establish your account universe that meets specific goals and objectives.

UNDERSTANDING THE IMPORTANCE OF CONTACT DATA

No matter where you are from a development standpoint,
contact data is paramount to any ABM program. Let's review why.

UNDERSTANDING THE IMPORTANCE OF CONTACT DATA

Companies buy, but people decide.

As B2B buying cycles evolve, organizations are committing more resources to help vet out investments. To that point, according to CEB, the average B2B decision-making group includes 5.4 buyers ([Source](#)). Thus, while account selection is pivotal to ABM success, organizations must also be able to identify and connect with buyer personas employed at the companies within the program's universe.

5.4

The average B2B decision-making group includes 5.4 buyers (*source: CEB*)

Personalization wins. Always.

To complicate matters, it is becoming increasingly difficult to cut through the noise and reach potential customers. Once you've established the account universe, sales and marketing can work together to leverage market intelligence to further segment targeted companies and common buyer personas within the organizations.

Market intelligence can help here, too. Along with baseline segmentation (e.g. industries), market intelligence provides prospecting information on an individual basis, including certifications, academic and employment history, mentions in the news and more.

BEST PRACTICES TO MANAGING CONTACT & ACCOUNT DATA

Contact & account data decays at an alarming rate.
Discover how successful organizations play keep up.

BEST PRACTICES TO MANAGING CONTACT & ACCOUNT DATA

Best practices to managing contact & account data

**Contact decay: It's a numbers game.**

Even if your team believes it has appropriate contact and prospecting information for these stakeholders, MarketingSherpa reports that contact data within marketing databases decays at annualized rate of 22.5% (Source).

It's no wonder then that, per DemandGen Report's study, Database Quality & Enrichment Report, nearly 70% of marketers said the top challenge to maintaining data quality is old or outdated information (Source).

The negative impact of unreachable contacts cannot be overstated. Without being to reach buyer personas at the accounts you're targeting, any chance at proving ABM success is severely undermined.

22.5%
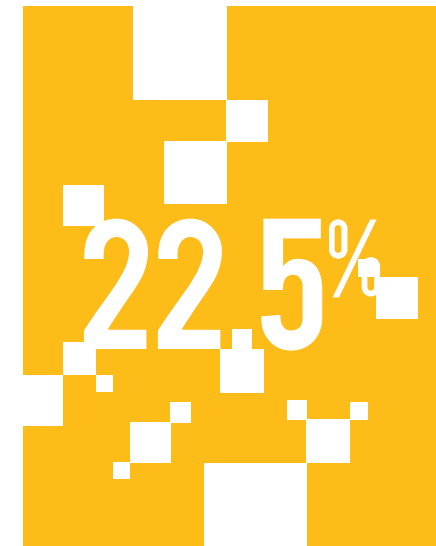
Contact data within marketing databases decays at an annualized rate of 22.5% *(source: MarketingSherpa)*

BEST PRACTICES TO MANAGING CONTACT & ACCOUNT DATA

Best practices to managing contact & account data

1. Assess & cleanse existing contact & company Data

The same report found data appending and enrichment (market intelligence) vendors ranked as the most effective third-party data source among B2B marketers looking to the outside to garner intelligence on current and future customers.

NEW: Vendor able to append data to empty customer field | **UPDATE:** Vendor has updated data in Customer record field | **CONFIRMED:** Customer and Vendor has same data in record field | **EXISTING:** Customer has data in record field, Vendor does not | **EMPTY:** Neither Customer nor Vendor has data in record field

What to look for:

Data completeness & correctness: Leading vendors offer free analysis of your existing contact and account data, underscoring information that they can append, update, and confirm to be correct – all on a field-by-field basis. See an example below:

COMPARE	NEW	UPDATE	CONFIRMED	EXISTING	EMPTY	GRAND TOTAL
First Name	2 · 0.00%	26,785 · 5.51%	295,623 · 60.80%	163,791 · 33.69%	1 · 0.00%	486,202 · 100.00%
Last Name	1 · 0.00%	11,172 · 2.30%	311,232 · 64.01%	163,789 · 33.69%	8 · 0.00%	486,202 · 100.00%
Title	4.160 · 0.86%	244,601 · 50.31%	49,452 · 10.17%	165,618 · 34.06%	22,371 · 4.60%	486,202 · 100.00%
Function	209,342 · 43.06%				276,860 · 56.94%	486,202 · 100.00%
Email		73,063 · 15.03%	138,046 · 28.39%	275,093 · 56.58%		486,202 · 100.00%
Direct Dial	145,743 · 29.98%	22,473 · 4.62%	7,855 · 1.62%	44,181 · 9.09%	265,950 · 54.70%	486,202 · 100.00%
Industry	358,315 · 61.81%				127,887 · 26.30%	486,202 · 100.00%

BEST PRACTICES TO MANAGING CONTACT & ACCOUNT DATA

Best practices to managing contact & account data

2. Continually monitor & optimize data accuracy

Data decay never stops. Given its aforementioned impact on sales and marketing efforts, forward-thinking organizations frequently cleanse their database. In partnership with Ascend2, ZoomInfo conducted a study, entitled "Data-Driven Marketing Benchmarks for Success," in which 234 marketing professionals were surveyed ([Source](#)).

Key findings:

· The results showed that 79% of "very successful" data-driven marketers partner with B2B data vendors in order to prevent the natural decay of information in their database.

· 62% of these organizations cleanse their marketing database at least once a month.

· Over 80% of these organizations rated the quality of their marketing database as "good" or "somewhat good."

79%

79% of "very successful" data-driven marketers partner with B2B data vendors in order to prevent the natural decay of information in their database.

CONCLUSION

ABM programs are actually easy to kick-start. Success really depends on sales and marketing alignment and accurate data. With coverage of over 12 million companies and over 200 million professional profiles, no other solution in the B2B marketplace is better positioned to serve your ABM needs than ZoomInfo.

> "

From the beginning, ZoomInfo provided better details and accuracy. Profiles include direct phone numbers and email addresses, along with up-to-date and accurate information about each person's background and experience.

CHRIS MURDOCK
Senior Partner, IQTalent Partners, LLC

_____

Once we partnered with ZoomInfo, we were able to identify our buyer personas and find contacts matching the profiles of our best buyers.

DENNY MARLIN
Vice President of Marketing at CLC Lodging

Accelerate your growth with ZoomInfo.
Visit www.zoominfo.com or call 866-904-9666 to find out how.

zoominfo®