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MARKETING DATA RENOVATORS GUIDE

10 STEPS TO PRIME YOUR B2B DATABASE FOR ANALYTICS

IS YOUR MARKETING DATABASE A FIXER-UPPER?

We drive by them all the time. A funky 1960's bungalow on a corner lot…a Dutch Colonial with killer gambrel curves…Lived-in homes that could be absolutely amazing with just a little TLC.

Your marketing database has more in common with these fixer-uppers than you might think. Your data might be stored in the cloud and delivered using cutting-edge technologies, but chances are, it could still use a little work.

81.5%

of IT executives believe their organization thinks that the quality of its data is better than it really is.

"The State of Enterprise Data: 2016" by 451 Research and Blazent

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A WOBBLY FOUNDATION

Why worry about your data quality? It doesn't make sense to pour a ton of money into remodeling a home's interior without fixing its crumbling foundation. In the same way, data is the bedrock of all your marketing strategies. It isn't something you can allow to deteriorate.

Yet research shows the quality of companies' B2B marketing data is not nearly as good as it should be.

87% OF B2B COMPANIES' RECORDS LACK REVENUE INFORMATION.

85% LACK COMPANY SIZE BY EMPLOYEE NUMBER.

77% LACK INDUSTRY INFORMATION.

The B2B Marketing Data Report 2016, Dun & Bradstreet

Here's the bottom line:

If your business records have gaps – or are missing correct information – you're missing marketing and sales opportunities. And if you don't have a complete view of customers and your relationships, it's a big strike against your marketing – a little like updating the floorplan of a house without indoor plumbing.

REHABILITATE YOUR DATA

We believe analytics helps us make sense of the customer data deluge, delivering critical insights needed to help us understand how to create better buyer experiences.

Presumably, we can draw on this information to develop our marketing blueprints. From channel preferences and transaction histories to content consumption and firmographics…all of this information can be used for targeting and segmenting buyers.

But what if you're running analytics off a spotty, error-ridden database? How good will your data-driven marketing plans be?

It's no longer a question of whether or not marketers need analytics. A better question for us to ask: Are our analytics providing accurate insights?

The sooner you refurbish your marketing data, the sooner you'll get reliable information for uncovering valuable relationships and breaking ground on new business.

81% **of organizations use data analytics to uncover new revenue opportunities.**

"The State of Enterprise Data: 2016" by 451 Research and Blazent

10
STEPS

TO ANALYTICS-READY DATA

10 STEPS

TO ANALYTICS-READY DATA

STEP 1
SEPARATE WANTS FROM NEEDS.

STEP 2
NAIL THE BUDGET.

STEP 3
CONSULT AN EXPERT.

STEP 4
FINALIZE THE DESIGN.

STEP 5
GO DEEP.

STEP 6
CHECK INSPECTION RULES.

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AUDIT WHAT'S ON HAND AND ORDER WHAT'S NEEDED.

STEP 8
EXPECT SURPRISES.

STEP 9
ADD FINISHING TOUCHES.

STEP 10
REAPPRAISE.

SEPARATE WANTS FROM NEEDS.

Like home upgrades, data improvements can add up quickly and stretch your timeline.

Make sure you're prioritizing the right improvements. Find out how users depend on your database to do their jobs. Expect complaints to surface here.

Take note and weigh the business impact of each enhancement against its cost and time investment.

A good rule of thumb for data renovations: Start small, cleansing and enriching the most important data sets, such as your priority personas and segments.

NAIL THE BUDGET.

Does your marketing budget have a line item for data quality?

Find out if IT has dedicated money to cover your data's enrichment and maintenance. Don't wait for visible cracks to appear in your marketing foundation before hunting for cash.

Here are a few areas to consider when calculating budget allocations:

- Short-term costs
- Long-term costs
- Internal/external costs
- Equipment and services costs
- Overhead expenses
- Projected ROI

Keep in mind that your data renovation will roll out in phases, so be sure to factor an incremental approach into your calculations. Data quality is never a one-and-done project; it's a program that requires ongoing cleansing and management.

Companies spend $100 per inaccurate data record on things like poor lead generation and sending direct-mail marketing to the wrong addresses.

"The Impact of Bad Data on Demand Creation," SiriusDecisions

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CONSULT AN EXPERT.

When it comes to data quality, expertise doesn't come in a box. There are things you can do on your own, but know when to hire a pro.

You can buy a cleansing tool, but on its own, it won't solve your data challenges.

No matter how advanced it is, technology can't tell you what you need to do with your data to achieve your marketing goals. Do you really want to play test-and-learn with something as critical as data quality?

Mistakes are opportunities for discovery, but it takes a lot of these moments to gain expertise. Do you really want the first foundation that you pour to be that of your own home? Hiring a skilled builder is not only a smart investment, but it buys you peace of mind. Let's be honest: Nobody likes

to wander the aisles of a home improvement store and guess what materials are needed to do a job. Remember, there are gals and guys in aprons who can pull necessities off the shelf and refer to you an expert (who can also offer reliable tool and process recommendations).

FINALIZE THE DESIGN.

A house isn't just a sum of bricks, mortar and metal.

Nor is a database merely a collection of data points. It should have an underlying design. Architect your data renovation, drawing on priorities and filters, not a pile of wish lists. If your marketing is buyer-centric, your database should be, too. Organize it around the information about companies and contacts, not products. With this foundation, you'll have the added advantage of connecting with companies through their corporate hierarchies, including branches and subsidiaries.

And don't forget to discuss your design with actual database users, as they are the people who will be living with it every day. What questions are they regularly asking their data? Maybe they have questions the data can't currently answer. Are there ways to make their data hot points more easily accessible?
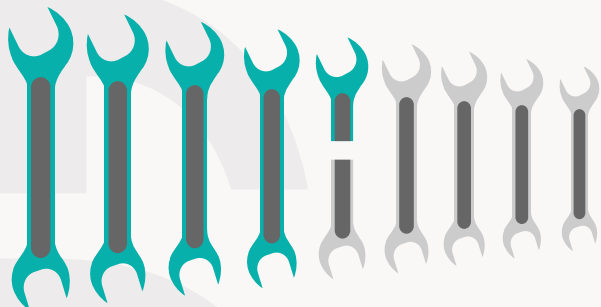
47%

of marketers admit data is collected and analyzed separately by channel and not well aligned.

"Predicting Routes to Revenue" by CMO Council and Pega Systems, 2016

GO DEEP.

Cosmetic updates are fun. But infrastructure upgrades? Not so much.

Fixer-upper aficionados know interior design plans can run amuck if the critical work hasn't been done behind walls, under floors and above ceilings. Similarly, marketers should investigate where and how their data sources converge. Have you closed the data loop with transaction and contact history by all channels?

If you're interested in projected lifetime value – and, say, how many touches it takes to get customers there – you'll need to ensure you have all the accurate data points necessary for predictive modeling.

46% of CMOs use marketing analytics for customer insight (the number one decision area driven by marketing analytics).

The CMO Survey, February 2016

BUT...

41% of marketers say analytics give a clear view of past performance, but has little to shine light on the road ahead

"Predicting Routes to Revenue" by CMO Council and Pega Systems, 2016

CHECK INSPECTION RULES.

Do your marketing data improvements (and planned use) comply with the regulations of specific countries and global regions?

Your database may be clean and compliant today, but that doesn't mean it will be tomorrow.

Also make sure your organization agrees on a definition of "acceptable" data accuracy. Everyone must be committed to maintaining this data quality level. This means embracing the business process changes that inevitably accompany data quality enhancements.

Make sure your team understands that data governance is not just for IT; it's everyone's job.

Frequency with Which US B2B Marketing Executives Cleanse Data for Accuracy/Quality, *September 2015*
% of respondents

Weekly **6%**
Daily **8%**
Don't Know **27%**
Monthly **10%**
Quarterly **28%**
In Real Time **21%**
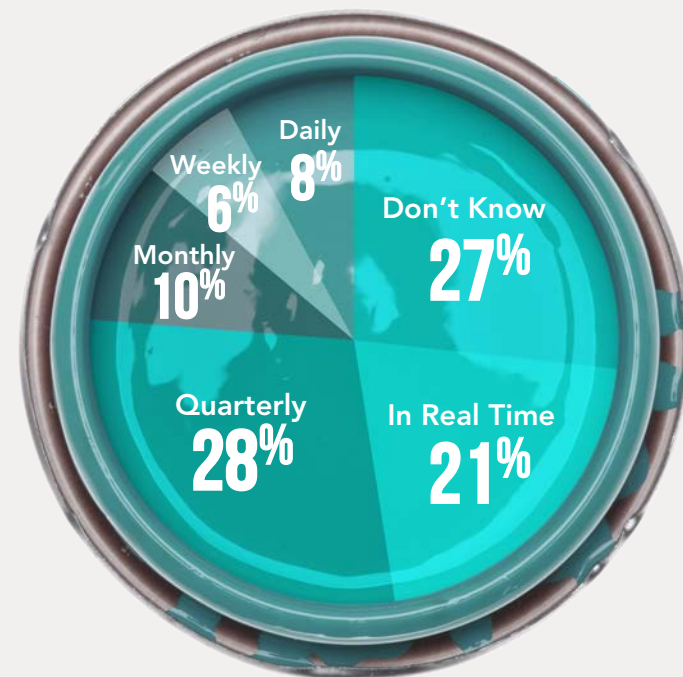
Note: numbers may not add up to 100%, due to rounding
*Source: Demand Gen Report (DGR), * Database Marketing and Contact Acquisition Survey Report * sponsored by Oceanos, September 23, 2015*

www.eMarketer.com

AUDIT WHAT'S ON HAND AND ORDER WHAT'S NEEDED.

Reclaimed wood may look snazzy in a vintage home, but is it hardy enough to support a load-bearing wall?

Apply a similar assessment to your data: Is the information you currently have strong enough to carry your always-on, hyper-personalized marketing?

Don't assume the data you have is good enough – at least not without considering three things: the data you have now, data that could be obtained to overcome the challenge you're facing, and the data that exists but is not accessible. Ponder the relative size and importance of these three data sets, then decide what gaps need to be filled and which loops should be closed.
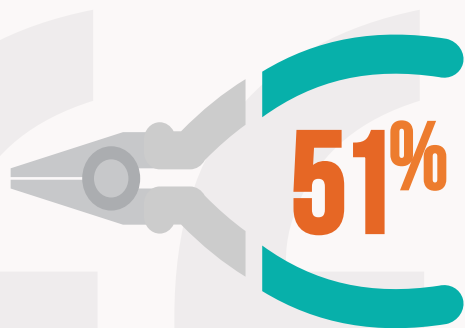
51% **of marketers will be adding more personalized experiences that are directly based on customer data.**

"Predicting Routes to Revenue" by CMO Council and Pega Systems, 2016

AUDIT WHAT'S ON HAND AND ORDER WHAT'S NEEDED.

Essential Data Points for Robust B2B Marketing

- Contact information
- Title/function
- Industry
- Company location(s)
- Number of employees
- Industry
- Revenue
- Offline and online activity
- Company vitality and performance

Missing any of these fields? Partner with a trustworthy third-party data provider.

EXPECT SURPRISES.

Renovation plans can be followed perfectly, and you can still run into headaches.

Modernizing a bathroom can go a long way in making a home more functional. But if you uncover polybutylene pipes during the demolition, you'll want to replace them to prevent probable leakage. Along the same lines, we've seen marketers cleanse their data, only to discover cracks in quality because they failed to aggregate and/or architect the data first.

Some problems can be avoided with careful planning. But what about the nasty surprises that run deep into the struts of your marketing program? The mold in your fixer upper can be remediated, but if the root cause (i.e., the leak) isn't addressed, furry fungi will reappear. In the same way, bad data will continue to crop up if validation routines, integrity rules and master data management (MDM) initiatives aren't put in place. Map out and activate a maintenance plan.

Marketers mature in customer data management (CDM) – the MDM of customer data – are 12% more effective at campaign management, 16% more effective using customer information and 12% more effective in closing sales.

"Customer Data Management: The Time is Here," Dun & Bradstreet 2015

ADD FINISHING TOUCHES.

Interior doors are a detail remodelers often overlook, but experts say they can make or break a home renovation.

While this tip is about upgrading cosmetic appeal, it raises a ponder-worthy question for marketers: How do the "doors" to your database look? Specifically, does your database convey "high value" to those who will be using it?

As noted in other steps, consulting users is critical and should happen throughout your database renovation. Remember, much of a database's value lies in its ability to serve up accurate "answers" efficiently, in a user-friendly way. How can you enhance your database to boost user satisfaction? Should you add different "doors" to data-informed insight? This should be a standing question.

REAPPRAISE.

With your database, as with any renovated property, it pays to measure the financial impact of enhancement and upkeep efforts. How would you compare the condition of your database before and after its renovation? Be sure to factor in database growth, data quality levels and improved user functionality.

Next, think about how your data renovation has impacted marketing's bottom-line contribution to the business. Some areas to consider in your assessment…

- An increase in marketing-qualified and/or sales-qualified leads
- A lift in soft conversion rates along the buyer's path
- A stronger identification of cross-selling opportunities
- A decrease in marketing's overhead costs, due to better targeting and segmentation

- Improved market penetration
- A growth in share of wallet
- The discovery of previously hidden sales opportunities
- An increase in sales conversions
- Different actions (based on data intelligence) that generate cost savings, opportunity increases or new revenue
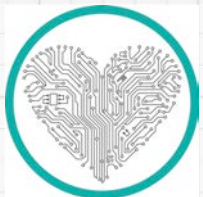
An organization with a strong commitment to data quality can produce up to 70% more revenue than an average organization.

"The Impact of Bad Data on Demand Creation," SiriusDecisions

LET'S GET TO IT

As marketers, we always want more high-value customers. Yet, all too often, we overlook the opportunities in our own databases. If only our data quality were better, and our analytics were more on point, we'd probably drill down and find these opportunities.

A fixer upper expert's response: "What are you waiting for?" The rewards will go to the doers, the renovators who roll up their sleeves.

"Remember, a database is only a tool. It's how you build and ultimately use it that determines the success or failure of your marketing efforts. More often than not, it's the users who fail, not the database."

"Why Marketing Databases Fail," Lisa Yorgey, Target Marketing

NEED HELP?

If you're ready to start your marketing data renovation, why not kick things off with a dun&bradstreet Data Health Scan? We'll assess the health of your company and contact data, absolutely free. No strings, no hassle. Learn more here.