



# How to benchmark your B2B database for data quality

Measurement best practices

*Together we can*

# Why should you regularly benchmark data quality

**SiriusDecisions research shows that companies that improve their data accuracy from 75% to 90% can realize as much as 70% more revenue.**

You must continuously check your data quality in order to:

- Identify and prioritize data that needs cleansed
- Identify and correct sources and processes that introduce bad data to your systems
- Set goals – consider what your competition is doing to make sure you choose the right goals

# What to benchmark

## Focus on these 4 aspects:

### 1. Data completeness

- Missing data e.g. no first name – do you have enough data to segment and personalize effectively?

### 2. Data Accuracy

- Fields are complete, but contain useless data that will skew your ability to segment and may cause embarrassment when personalizing communication.

### 3. Data timeliness

- Old data is worthless. If it's over 2 years and there is no recent engagement (within 3 months) ditch it or find a way to re-engage.

### 4. Account Penetration

- Do you have the right decision-makers and influencers within an organization? Are they aligned to your personas? Are they of value?

# Data Completeness

## Tiers of contact data completeness

Tier	
Complete	All organizationally defined core profile data required to match a contact to a person is included. It allows for multiple contact methods and all segmentation defined as necessary. Required data is normalized, and contacts are associated with appropriate company accounts and buying centers.
Basic	Contacts have sufficient data (e.g. name, title, employer, industry) for marketers to send simple targeted outbound communications.
Minimum	Enough contact data exists to send an outbound communication to a reachable individual. The record might include nothing more than a valid email address, or a name and telephone number.
Unreachable	Data does not support proactive outreach. Email may be lacking or hard-bounced. The phone number is not a direct dial. The contact hasn't shown any signs of life for > 24 months.

Source: SiriusDecisions

# Which fields to measure

Any field used for the following processes is a candidate for benchmarking.

- Segmentation
- Personalization
- Scoring
- Lead routing/assignment
- Analytics

# Data Completeness

## Example Benchmark Report

Marketing Database Size									1-201x	4-201x	% Chg
											+X%

  

Complete			Basic			Minimum			Unreachable		
1-201x	4-201x	% Chg	1-201x	4-201x	% Chg	1-201x	4-201x	% Chg	1-201x	4-201x	% Chg
X X%	X X%	+X%	X X%	X X%	+X%	X X%	X X%	+X%	X X%	X X%	+X%
<ol style="list-style-type: none"> <li>Email Address</li> <li>First name</li> <li>Last name</li> <li>Business Phone OR Mobile Phone</li> <li>Job Title</li> <li>Job Function</li> <li>Seniority</li> <li>Company</li> <li>Industry</li> <li>Country</li> <li>Area of interest</li> </ol>			<ol style="list-style-type: none"> <li>Email Address</li> <li>First name</li> <li>Last name</li> <li>Job Title</li> <li>Company</li> <li>Industry</li> </ol>			<ol style="list-style-type: none"> <li>Email Address</li> </ol>			<ol style="list-style-type: none"> <li>Email Address</li> <li>Unsubscribed</li> <li>OR hard bounced</li> <li>OR competitor</li> <li>etc</li> </ol>		

# of contacts and % of database that fit into this tier of data completeness

% Change since last benchmark

**Analysis:**

- Determine whether or not additional cleansing is required
- Did you improve during the last period?
- Has the market changed? Are there more or fewer fields that should be included?

# Data Accuracy

## Field level benchmark

Examples show quarterly assessment. If data is constantly being uploaded, consider monthly.

Field	January 201x		April 201x		% Change
	# records w/ valid value	% records w/ valid value	# records w/ valid value	% records w/ valid value	
Last Name					
First Name					
Email Address					
Business Phone					
Mobile Phone					
Job Function					
Seniority					
Industry					
Country					
Area of Interest					
Linked to Company					

Note that different fields have different criteria for 'good/bad' and different scales of benchmarks dependent upon intended use

### Analysis:

1. Determine whether or not additional cleansing is required.
2. Did you improve during the last period?
3. If bad data is getting into one or more fields, then identify the source of the bad data and correct the process.

# Data Timeliness

Open rates and click-through rates decline 12-25% after the record is 1 year old

Archive or market differently than those contacts with newer data

Send through re-engagement campaign

Category	December 201x		April 201x		% Change
	# records	% records	# records	% records	
Modified within last year					
Modified more than 1 year ago					
No activity within last 3 to 6 months					



# Account Penetration

	C-Level	Director	Management	Individual Contributor	Grand Total
C-Level/Executive					
Customer Service					
Engineering					
Finance					
HR					
IT					
Legal					
Marketing					
Operations/Logistics					
Other					
Procurement					
Professional/Consulting					
Sales					
<b>Grand Total</b>					

## Analysis

1. This should be based on key segmentation criteria
2. Use those criteria that define your core personas
3. Add additional dimensions as needed (ex. Industry)
4. Determine where the gaps are for your key customers
5. Were you able to make progress since the last benchmark?

# Conclusion

- Know the current state of your data quality
- Benchmark every month or at least quarter. This job is never done
- Prioritize data quality efforts based on current benchmarks and trends
- Identify and correct any processes that are introducing bad data into the system
- Set goals that help you stay ahead of the competition



# Thank you

How can we help you with your data?  
Email us at [hello@sojournsolutions.com](mailto:hello@sojournsolutions.com)

*Together we can*