



WHAT'S WORKING IN DATABASE STRATEGIES?

Orgs Rely On Data To Segment Audiences For
Increased Relevance & Multichannel Targeting



INTRODUCTION

While the following report will uncover what's working in database strategies, what's not working is outdated data and a lack of unification and analysis. With **two-thirds (66%) of B2B marketers** indicating their current database strategies need minor to significant improvement, organizations are well aware they need to create more advanced targeting strategies and better personalize content. To achieve those goals, marketers are relying on a strong data foundation to guide their campaigns.

According to Lydia Flocchini, CMO of financial and practice management software provider **SurePoint Technologies**, the three steps to implementing a successful database strategy include:

1. Implementing a cohesive data collection/analysis process;
2. Making sure marketers understand the cleanliness, integrity and governance of data; and
3. Unifying all the information in a single source — the CRM.

"More people are educating themselves about the necessity of creating a database strategy, as marketing is becoming a much more data-driven science," she said.

"Marketers are putting together clear frameworks and strategies on how they're going to collect and gather data, find data, analyze all the data points where everything's coming from and create a single source of truth."

However, **70% of marketers** said their database contact information is old and outdated, with **64% indicating** they don't have the time or resources needed to properly maintain their databases. With those difficulties in mind, many organizations are turning to a "blended" approach that includes working alongside third-party data providers to manage and scale in-house data.

"There's an influx of data available, and people are using and pulling all of it into a centralized source with the help of third-party data providers," explained Erin Pearson, Director of GTM at **Evalueserve**, a global intelligence and analytics consultancy. "When they can see the data in a more singular view, it enables them to scale it better."

Throughout this report, we'll examine the best practices marketing teams are using to target new buyers, segment their audiences and ensure their databases remain clean and up to date. Specific topics of discussion include:

- Why targeting certain segments of an audience for better engagement is a top priority for marketers;
- The top fields marketers rely on to generate data and the unique ways they're capturing that information;
- The new channels marketers are using to diversify their data with outside sources, such as online advertising and social media; and
- The role third-party data providers play in helping marketers break down data siloes, enrich buyer insights and ensure contact databases remain clean.



LETTING DATA GUIDE AUDIENCE SEGMENTATION FOR **MAXIMUM RELEVANCE & PERSONALIZATION**

When it comes to account targeting, **69% of marketers** indicated that targeting specific segments for better engagement was their top priority — something Pearson explained has two different approaches: Relying on previous successes to lead the way and experimenting with new processes that reflect the direction a company wants to go.

With **40% of practitioners** planning to collect data on prospective buyer behavior to boost engagement and messaging, marketing teams are pairing these existing insights with new customer data to see where they typically find the most success throughout the sales process.

“We use intent signals to identify the accounts to go after, and from an individual buyer standpoint, we look at the level of engagement those individuals have with content, as well as research related to our industry or our software to determine the best time to go after them,” explained Mervyn Alamgir, VP of Demand Generation at cloud contact solutions center **TalkDesk**. “We also use tools such as 6sense, ZoomInfo and TechTarget Priority Engine to feed into those signals and help us get better insights into the level of engagement.”

This is where an account-based approach toward segmentation is particularly helpful, as it can help indicate what assets similar buyers interacted with or found particularly useful. It’s no longer about just identifying the account — it’s about recognizing the buyers themselves.

“You have to get very close to understanding the individual or individuals behind the account, not just the account itself,” added Flocchini. “The more data you collect and understand — whether it’s intent, geographic location, company size or pain points and challenges — informs the personalization of your campaigns and makes them that much more compelling.”

Proof Point: Caroo Built ~\$1M In Pipeline By Refining Its ABM Database In Less Than A Quarter

In the summer of 2020, SnackNation — a platform that delivered snacks for in-office employees — rebranded as **Caroo** and pivoted to focus on helping organizations provide employee care packages in the remote work world. After its leadership realized there was an opportunity to accelerate revenue growth through an outbound enterprise sales team and ABM strategies, they turned to Terminus’ account-based engagement platform to launch an ABM program by:

1. Putting the right technology into place, getting stakeholder buy-in and analyzing its ICP to target the best accounts;
2. Working to document and define the program, audit content, evaluate channels, prepare for enablement and ideate a launch plan;
3. Building unique microsites, repurposing content where they could and preparing their tech stack for implementation; and
4. Looping in the sales team for enablement, launching ads and emails and building out reports.

Caroo leveraged Terminus’ sales dashboard as a single source of truth to help sales reps see the accounts with the largest spikes in activity so that they can target the most engaged prospects. **Only three weeks after launch, the program delivered three closed/won deals, engaged 85% of the company’s target accounts, identified 78 new contacts and opened 32 opportunities.**



CLEANSING & MAINTAINING DATABASES FOR MAXIMUM ACCURACY

Clean databases are more important than ever amidst “The Great Resignation,” especially considering **the top fields of information** marketers collect are email addresses (84%), company names (84%) and current titles (70%) — all variables that can change on a dime in today’s unpredictable workforce.

“You might have data feeding into your CRM somewhat regularly — I run reports every day, and I can immediately see if fields are missing, which is a signal that it has to be cleaned right away,” explained Flocchini. “So you need someone on your RevOps or marketing team that’s designated to say, ‘Hey, we need that data updated and cleansed.’”

For proper maintenance, she explained marketers must:

- Understand what their sources of truth are;
- Ensure they have either reports, writing or dashboards to immediately see gaps; and
- Assign one person to own data integrity and governance and ensure it’s easily accessible to all departments who rely on it.

“Data is owned by everybody — it’s not just one person; everybody’s putting data in the system,” said Flocchini. “Before you enhance, enrich or ingest data, make sure that you run some tests to see what’s mapped, values and fields, because if you ingest bad data, it’s just going to mess up your whole database.”

There's no "one-size-fits-all" solution for data cleansing, and it really comes down to what a company's able to manage depending on bandwidth and resources. According to "[The 2022 State Of Database Strategies & Contact Acquisition Report](#):"

- 25% of marketers scrub their databases on a quarterly basis;
- 18% on a monthly basis;
- 16% scrub it in real time;
- 13% on a weekly basis; and
- 9% daily.

Proof Point: Concur Produced An Additional \$2.3M In Active Pipeline By Refining Its Database

Concur provides spend management solutions and services to help companies of all sizes transform the way they manage spend so they can prioritize other initiatives. However, its sales team expanded too quickly and there weren't enough leads for all the reps — not to mention its CRM featured many outdated email addresses and phone numbers. The company turned to ZoomInfo's contact data to fill the missing gaps in its existing database, in addition to uncovering new target contacts compared to what they had before.

Through its efforts, Concur:

- Closed 390 opportunities for \$1.6 million ARR, which accounted for over 10% of new opportunities;
- Achieved 1000% ROI to date; and
- Produced an additional \$2.3 million in active pipeline.



EXPERIMENTING WITH TARGETING TACTICS ACROSS CHANNELS

Here's where segmentation and database refinement culminate: When target accounts and buyers are identified, marketers can do what they do best — market. Armed with the data needed to create personalized campaigns, practitioners can then shift their focus to reaching buyers across multiple channels.

"Once we've segmented our database to determine who's in-market and who's not, we then use the intent data we collected to identify the types of content or topics to focus on with them," said TalkDesk's Alamgir. "And then when we get signals from folks that they're more in-market or currently shopping, the type of content we feed them is going to be slightly different."

In terms of specific channels, Flocchini explained that virtual events are still the top channel of engagement, along with email — primarily because everyone spends so much time on their phones. Similarly, mobile and social media are growing in use as prospects focus on building communities, she continued. In fact, she indicated that communities across channels have seen a "tremendous" rise across all industries.

Knowing the new channels to explore is one thing; identifying the content formats that best resonate with buyers across those channels are another. And that's where the cyclical nature of database strategies comes in, as the best way to identify the most successful strategies and campaigns is to determine what resonated best with similar audience segments.

"It's not so much just using new channels; it's about experimenting with them and understanding the various methods you can reach somebody and share materials," said Evalueserve's Pearson. "We've been doing a lot more experimentation on that front with identifying the right formats, content and offers to share. We're experimenting with a few different tactics within our messaging system, such as sending videos, text messages and even voice memos."

Proof Point: Visitors Who Receive Targeted Content Spend 61% More Time On Profisee's Website

Profisee, a master data management solution, wanted to unify its marketing strategy and tech stack to play into its full-funnel strategy. Specifically, the company wanted a platform that pushed content for each stage of the buyer's journey — especially being that it communicated with its contacts across various channels, such as display and social ads. Profisee turned to Terminus to combine multiple data signals and provide the vehicles to distribute the appropriate content. For example, Profisee uses ads:

- At the top of the funnel to push long-form thought leadership content segmented by industries and personas;
- Through the middle funnel to provide an evaluation template to prospects;
- Across the bottom of the funnel with banners that solve specific pain points; and
- After a deal is closed to display onboarding banners and provide cross sell/upsell opportunities.

As a result, visitors receiving personalized content spend 61% more time on Profisee's web pages, leading to an average of 11% increase in conversion on high value pages such as industry case studies or demo requests.



CONCLUSION

As marketers are empowered to generate more granular insights on prospective buyers and target accounts to increase marketing success, they're turning their attention to segment their audiences based on intent, cleanse their databases for maximum accuracy and reach audiences on new channels to promote further brand awareness. As data remains a critical foundation, it's up to marketers to let the data tell the story and write the campaigns.

"There's a lot of talk about data and strategies, but it's really about what you do with the data to shape your business and the steps you take," said Flocchini. "The first step is what you do with the data — instead of flashing numbers or a report in a meeting, focus on the solution or recommendation that can help ease buyers' pain points. The second thing is stories and 'hearing' what the data's telling you to understand how it can shape the business, which comes with time. Keep practicing and testing out what you're trying to articulate, because it's so powerful to put into action."



Leaders of the account-based movement, Terminus helps Marketing, Sales, and Customer Success work better together to drive a winning go-to-market strategy and exceptional customer experiences. Terminus offers the best data, channels, and analytics all in one platform; powering high-performing go-to-market teams. We're proud to be helping over 1,000 customers on this mission, including brands like DHL, G2, Outreach, and TripActions. Visit terminus.com to learn more or connect with us on Twitter and LinkedIn.

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