

6 Proven Methods To

# DRIVE B2B DEMAND WITH BETTER BUSINESS DATA





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## Introduction

### Sourcing B2B sales and marketing data has typically been a manual, unstructured process.

Even with the best of intentions, data management procedures don't always equate to pristine data. Studies show that approximately 40% of leads still contain bad data. Duplicate fields (15%), missing fields (8%) and failed email validation (4%) are among the culprits.

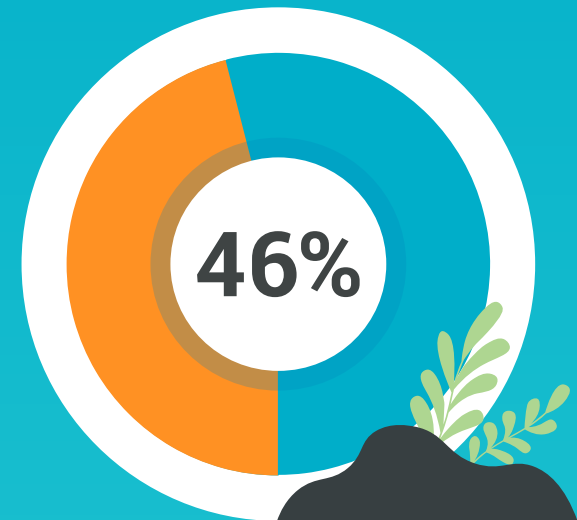
The challenges are only magnified as sales and marketing professionals now have an abundance of data and analytics at their disposal. More data amplifies the noise.

#### **Consider this:**

A salesperson in charge of an account notices that one of their contacts has moved to another company. Perhaps they update the information in the CRM, or the task falls by the wayside.

When the marketing team collects leads from an email campaign, that data is verified and flowed into the system. However, the data quickly becomes out of date as people change roles or move to different organizations.

These are just a few examples of data management gone wrong.



*Nearly half (46%) of organizations believe they derive less than half of the potential value from their data due to data management deficiencies.*

Source: IDC



*We have seen a paradigm shift where B2B organizations have moved from viewing data as simply collecting emails and other contact information, to seeing data as intelligence that really fuels go-to-market motions for ABM, segmentation, personalization, etc. Data is now a competitive differentiator, with more advanced companies leveraging real-time account data enrichment to prioritize and personalize account engagement.”*

Andrew Gaffney,  
Editorial Director,  
Demand Gen Report



How do companies attack this problem? Innovations in data science and better data collection methods will lead the way to better business data. Relying on humans to collect and clean your data will not produce the results that you need to ensure that you're reaching the right prospects.

**In this E-book, we examine how recent innovations in B2B data have led to six strategies for improving demand generation, including customer use cases explaining how it all comes together. Topics covered include:**

- Streamlining data collection;
- Using all available data;
- Supporting better messaging with real-time data;
- Developing a single source of truth to drive revenue;
- Modeling more effectively with a strong data foundation; and
- Making more informed decisions on financing risk and personalizing outreach.



# 1

## Automate Data Collection

There is a ton of information available about public companies, including employee size, revenue and strategic initiatives. For private and especially small and mid-sized businesses, that type of data is scarce.

For legacy data providers, most private company information is gleaned through human workers calling into businesses or some method of surveying to verify. No way can this human-powered system keep up with the demands of modern business today, resulting in massive amounts of bad data.

It's not just about collecting the most data possible. What matters more is how the data is collected. When collected and cleaned properly, external data can provide greater accuracy and immediacy. Providing real-time sales and marketing data improves productivity, as teams can focus on high-value activities, and avoid spending time chasing companies that are closed or reaching out to contacts that have moved on.

*“Putting EverString data directly in front of our sellers in a tool they use every day makes EverString not just a marketing tool, but a whole GTM tool for us.”*

*Jeff Marcoux, VP of Marketing, TTEC*

### CASE IN POINT:

TTEC is a global outsourcing organization delivering customer experience services and strategic insights along with the supporting technology ecosystem. They needed to move from anecdotal information to a solid data infrastructure to fuel their ABM success. The goal was a data-driven approach to determining accounts with the best fit and where to find them.

TTEC leveraged EverString's B2B data, as well as its modeling capabilities, to build a data-driven, scalable go-to-market (GTM) strategy. The easy integration and superior customer success support boosted almost every lead metric, including:

- 150% increase in sales-qualified leads;
- 317% increase in sales-accepted leads;
- 592% increase in marketing-sourced leads; and
- 48% to 67% increase in conversion rate.

It didn't stop at the leads. The company also identified new accounts to target and had better account intelligence when making contact. In the end, the company was able to increase the number of meetings scheduled, and held and achieved a higher lead-to-opportunity rate.

# 2

## Leverage All The Data At Your Disposal

When marketers work with up-to-date data about an account, they're able to do a much better job of segmenting. Attributes about the business – the number of employees, revenue and locations – are critical. But in many cases these fields are blank. This makes it more challenging to effectively deploy content personalization, email marketing and digital advertising strategies.

Marketing teams typically have an ideal customer profile. But if the data is lacking, they could be missing some of those high-value prospects. For most RevOps teams, you can't segment properly if you have a bad fill rate on the relevant fields. Complete data helps companies better predict and target their ideal customer.

Forrester Research VP, Principal Analyst Kerry Cunningham shared: "An aspiration most organizations aim for, truly being data-driven requires three core steps:

**1. Insight Requirement:**

Define the actionable insights that will be needed.

**2. Data Management:**

Look at the data, measure its quality and determine accessibility.

**3. Team Enablement:**

Consider cultural transformation necessary to accept shifting prior opinions if data proves something new.

### CASE IN POINT:

When Oracle needed help identifying the accounts that mattered most to their business, and how best to start those conversations, they turned to EverString's F.I.R.E. Methodology paired with EverString data. They were able to understand the metrics coming out and draw a clear path to a scalable process.

As revenue marketers, it's the bottom of the funnel metrics that matter most. With EverString's help, Oracle deeply analyzed their future buyer, and pinpointed the contacts that had the pain. By combining internal data with the world's best external business data from EverString, then placing that directly into the channels that resonate most, Oracle created a scalable solution to reach the right customer precisely when they're interested and ready to engage.

*“You can ask marketers and you can ask for sales information about an account and they'll tell you they're in this industry, they have this many employees, they cover this geography, etc. These are all things that are relatively easy for us to look up on the web. The F.I.R.E. Methodology scoops up the rest of the iceberg, the 90% that you can't see or that you don't have time to action.”*

*Tom Kelly, Senior Director,  
Global Media and Search, Oracle*

# 3

## Deliver Relevant Messages In Real Time

There should be no gap between sales and marketing about the types of accounts to target and which messages to deliver. Sales and marketing should be operating from the same playbook in terms of what qualifies as a good account. Once aligned around the accounts to target, sales intelligence data allows revenue teams to deliver relevant messaging in real time, regardless of the circumstances at hand.

Fit scoring and modeling helped identify new similar companies to pursue. In addition, weekly refreshed intent data signaled their sales team when any of their target accounts were exhibiting signs of heightened interest. Keywords and intent data help content marketing teams to better understand their customer personas. The result: improved personalization of marketing assets and materials.

**Nearly 80% of B2B brands are leveraging intent data, with another 16% planning to do so within the next 12 months. The survey also found that a majority of organizations are seeing positive payoffs from their investments in intent data, with 39% saying it has been significantly beneficial and 32% categorizing it as somewhat beneficial.**

*Source: Demand Gen Report*

### CASE IN POINT:

Jim Powell, Director of Sales at FedEx, has a total addressable market of over 10M SMB customers, most of which were busy small business owners unlikely to raise their hands for a traditional web form. FedEx has a vast and quite accurate internal data set, but it still wasn't going to cut the mustard, so Jim partnered with EverString to leverage the full breadth of B2B data, including fit modeling, intent data, recent trend data and firmographics.

By broadening the range of customer engagement, FedEx was able to engage with and convert those contacts that had proven difficult to reach prior.

*“When we partnered with EverString, we started talking about [how] we want to determine the fit of the customer, where are they in the cycle of their business, and how can we get that information out there that really helps us score that account base and determine next steps of our customer interactions.”*

*Jim Powell, Director of Sales, FedEx*

# 4

## Build A Single Source Of Truth

The revenue operations (RevOps) function incorporates a wide range of roles — sales, marketing, sales development, as well as customer success, customer renewal and more. The objective is to operationalize data in a streamlined fashion, so as to provide a single source of truth across the entire revenue team.

It's critical to have data flow into the CRM and other systems seamlessly. Teams don't want to spend time chasing down data for every lead, account or contact in their CRM. RevOps teams can rely on a single data source that flows into all the relevant systems for each role.

When your teams are working from a single source of truth, there isn't someone in sales saying an account is good, while marketing doesn't agree, or vice versa. You can close that gap between sales and marketing for better alignment and performance.

Enriching data with EverString has helped many of today's leading B2B revenue teams save thousands of staff hours each month. Take inbound web form responses as an example. Many B2B teams see an increase in form conversions when they keep the questions to a minimum. With EverString's data enrichment API, the lead still gets infused with the most comprehensive, highest quality business data, including advanced insights about that account. EverString's smart match algorithm resolves and enriches continuously and provides teams with unlimited access to API pulls, ensuring all the data is where it should be.

### CASE IN POINT:

Prior to EverString, Dennis Dube, Vice President of Revenue Operations for Advance Local, one of the largest media organizations in the US, said it was a lengthy process for sales and data teams to collaborate. "Sales would have an idea about a market they wanted to target on Monday. They'd throw it over the wall to the data team and after a few iterations, they'd have something on Thursday. That's just not fast enough."

A key to revenue operations is having a deep understanding of a client's overall business and technology landscape. "We are surfacing things that we were not able to know before, like the CRM and marketing automation systems they're using," said Dube. "This helps us have more focused and productive discussions."

*“The influx of data silos at data-driven companies is creating a “Tower of Babel” syndrome where different teams are unable to collectively build the business because they don't share the same data language.”*

*Source: Forbes*



# 5

## Improve Data To Bolster Modeling Accuracy

You can build the best data models around, but if you're feeding those models with bad data, your output will be flawed every time. Highly cleansed business data not only helps to maintain your overall database quality, but also boosts capacity and accuracy of your models as well. With a solid data foundation, sales and marketing teams can pinpoint accounts that are a good fit or are ready to purchase similar products or services.

AI-assisted tools from EverString enable teams to spend just minutes (not months) building data-driven models of ideal customer profiles (ICP) that have a high propensity to buy your solution. From there, you can use these insights to help your sales and marketing teams be more efficient by focusing their effort where it's most likely to pay off.

### CASE IN POINT:

Snowflake, a growing data warehousing platform, has a wealth of historical customer data, but their ideal customer wasn't defined by the typical metrics of employee count or revenue. When they applied a more insightful, data-driven approach, they recognized their high-fit accounts were concentrated differently.

EverString provided customized propensity scores, allowing Snowflake to home in on companies that have high cloud spending. By pairing internal data with specific EverString account insights, Snowflake developed three new models:

1. Ideal Customer Profile (understanding target, high-fit audience);
2. Deal Size (which accounts closed the larger deals); and
3. Time-to-close (aka "deal velocity" or deals that would close fastest with the least resources required).

“More than 50% of marketing analytics leaders have limited trust in the modeling techniques they employ.”

Source: Gartner

# 6

## Personalizing Finance Decisions With Insights

It's not enough to know your customers on a high level. To drive significant demand, you need to know your accounts and contacts in more detail, down to their individual needs, and then work to match that data to how your business can fulfill those identified needs.

**According to The Hill, 70% of investment professionals use “alternative data” or plan to do so in the next year.**

Advanced insights can be that extra boost beyond the typical firmographics, giving you more nuanced information about a particular business, like how much they spend on marketing technology, or whether they sell primarily B2B or B2C. Uniform commercial code (UCC) filing data is a nuanced data point that indicates when a business has applied for a loan and when that application expires. This data set helps teams upsell, cross-sell and gain a competitive advantage with hyper-personalized messaging.

Teams can analyze account and contact data on businesses that have recently applied for a loan, gaining a significant advantage in a competitive field, providing the ability to personalize outreach, improve meeting effectiveness and better serve clients.

### CASE IN POINT:

America's leading bank holding company, specializing in credit cards, auto loans, banking and savings accounts, is leveraging advanced insights to determine which loans have been made in a particular state.

EverString's UCC filing data represents big ugly data sets that are actually quite useful because they consist of collateral filing information everyone submits with the state. This type of loan filing information is massive, extensive, and hard to structure and organize. Commercial banking institutions are seeing big success using UCC filing data within their go-to-market strategy, investing in continued data refinement work together.

**“Effectiveness is the utmost importance. The big success factor for us was partnering with EverString who provided the high-quality data that we cared about the most.”**

*Marketing Manager,  
Analytics for a Fortune 500 Banking Institution*

# Conclusion

Data enables sales and marketing teams to be more productive and effective, but data quality and completeness drive success. Third-party data sets have always existed in CRM, but the biggest differentiator with EverString was the timeliness. In today's world, up-to-date information becomes really, really useful when you can find it, and EverString does exactly that.

Data that is gleaned from traditional, manual collection methods becomes stale before it even flows into the CRM and marketing automation solutions that many companies rely on to run their businesses. Marketers need data that is refreshed continuously.

Revenue teams can no longer rely on the data provided on web and other lead forms. It doesn't provide them with a total picture of the prospect — their role, company, geographic market and industry.

Depending solely on humans to collect data is no longer possible if you want clean and accurate marketing data to boost profitable engagements with prospects. Technologies such as artificial intelligence and NLP are essential to dig deep for the ideal customer.

## Key Takeaways:

- Relying on calls and surveys to gather data is outdated. Automation is needed to uncover the data to help identify ideal targets for your product or service.
- Getting more precise in your targeting means that you must leverage every bit of data that you can get your hands on. That involves filling any gaps in your internal data with fresh and accurate info from a variety of sources.
- To build revenue, organizations need a centralized data management process that will ensure everyone — sales, marketing, operations, customer support and more — is working from the same playbook.
- A solid data foundation will improve modeling accuracy and help uncover the sometimes-elusive ideal customer.
- UCC data and modeling are essential when evaluating liability for lease or other lending functions.

[Explore More Data Use Cases](#)

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EverString is a B2B data company built by experts in machine learning, natural language processing (NLP), and web crawling. EverString provides machine learning-enhanced data and automated modeling to B2B companies to improve decision making. Customers use EverString to enhance sales, marketing, advanced analytics, master data management (MDM), risk management, and underwriting. EverString's data-as-a-service (DaaS) platform provides company data with the highest accuracy and coverage, including firmographics, technographics, contacts, machine learning insights, and intent signals. EverString is backed by leading investors including Lightspeed Venture Partners, Sequoia Capital, and IDG Ventures. Visit [www.everstring.com](http://www.everstring.com) for more information.

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*Demand Gen Report* is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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