



5 KEY CONSIDERATIONS

For Assessing The Usability Of Your Contact Data For ABM & Account-Focused Campaigns

In order to run multi-step “plays” that help drive account-based marketing (ABM) programs, companies are realizing they need “ABM-ready” contact information. Because most orchestrated ABM “plays” are multi-touch and multi-channel, they require accurate and up-to-date contact information for touches that include direct mail, phone outreach, emails and social.

FOR MARKETING TEAMS LOOKING TO ANALYZE THE “ABM-READINESS” OF THEIR EXISTING CONTACT DATABASE, HERE ARE FIVE FACTORS TO CONSIDER AS YOU EVALUATE:

1 CONTACT ACCURACY

Accurate contact data is a pillar to ABM success. This extends beyond email address deliverability to include other parts of the contact record. B2B organizations rolling out ABM plays need to cross validate company names and job titles for accuracy. This is a lot easier said than done, but companies can accomplish a portion of this with social data. Another way companies can enrich their contacts is with all types of fancy attributes. But keep in mind the record is only as strong as its weakest part.

2 CONTACT DENSITY

With each target account, marketing teams need to work towards understanding the demand units within these organizations, as well as associated influencers and decision makers. Even when a company’s contact data is clean and accurate, the next step still needs to be running a Contact Gap Analysis. The gap analysis will help you figure out what percent of the addressable market your database is currently reaching. You’ll gain insight into both the contacts you have and those missing within each account. Armed with this knowledge, the marketing team can begin the process of acquiring the key contacts missing.

3 DIRECT DIAL PHONES

With ABM, phone data is critical. Phone outreach campaigns often require more direct dials and, in some cases, the person’s mobile phone, as either an alternative number or to enable personalized text messaging. But, something as simple as a direct dial spiders into the need for additional information. For example, is the direct dial an “office line” or a “mobile number?” If the latter, is it registered to the company or the person?

4 LOCATION INTELLIGENCE

Another important attribute is accurate information on where the contact resides geographically. This is especially important when companies plan to run a “play” that involves automated direct mail. For example, when reviewing the postal addresses of contact records, the marketing team may notice most contacts contain the company’s headquarter address. Target accounts are often large organizations with multiple offices, and many contacts reside in regional offices. If a direct mail piece is sent to the wrong office location, it will end up in the mailroom recycle bin. A company could invest the time to call each contact prior to confirm their location, but that is both time consuming and costly. A more efficient approach is to append the contact’s location (city, state, country and time zone) to your house list, or when sourcing new contacts. Have this information included where possible.

5 ROLE & INTEREST ATTRIBUTES

One of the tenets of ABM is the more knowledge companies have on each contact at a key account, the more personalized and tailored they can make their outreach. There is a vast amount of available data including social, buyer intent and technology install to help you better understand the roles, interests and responsibilities of your key constituents.

As marketers, we all recognize the importance of contact data plays for ABM success. Successful plays not only require accurate information on the right people within each account, but marketing teams need to recognize that the traditional contact record lacks the versatility required to support the demands of ABM.

To learn more about preparing your data to be ABM-ready, check out the Oceanos-Engagio e-book: “101 Guide to Getting Your Data Ready for ABM,” or contact Oceanos to set up a conversation with our data experts.



KEEP SCORE OF YOUR CONTACT RECORDS

Building on the success of our Data Quality Score, Oceanos recently established an “ABM Usability Score” to help marketing teams rank the contacts better suited for ABM campaigns. The score allows ABM practitioners to establish benchmarks and identify gaps in contact accuracy across channels, ultimately improving the quality and completeness of their contact data and increasing confidence that ABM plays will be successful in engaging decision makers within target accounts.



We design data management strategies that empower sales and marketing performance. We cleanse and enrich your data and help you find the key contacts missing within each account. The result is a wider top funnel that accelerates lead generation and revenue.

We not only have the data, but we wrap professional expertise with technology to produce unique solutions and deliver better results. We solve your data challenges so you can focus on generating marketing-attributed revenue.



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