

## ReadyContacts Offers Actionable Leads And Contact Databases To Vendors And Partners

A vast majority (85%) of organizations say their customer and prospect data is incorrect, out-of-date and/or obsolete, according to research from Demand Gen Report. In fact, data quality is a leading pain point depleting the success of sales and marketing initiatives for businesses across sizes and verticals.

The issue of dirty data, however, is amplified for OEMs/manufacturers and their partner ecosystems. This largely is because insufficient contact information not only affects the success of an OEM/manufacturer, but also its network of partners and resellers.

Data is accumulated via lead generation campaigns, landing page forms, as well as third-party lead programs. Each source delivers leads within its own respective format and oftentimes, the data is insufficient. For example, names, email addresses and/or telephone numbers are inconsistent, or forms are incomplete. This makes duplicate entries a common issue. If a company doesn't have a system in place to correct these issues, the data quality of the lead databases deteriorates drastically.



While channel marketers spend an influx of time and budget ensuring channel partners are educated and have optimal marketing content on hand, these resources cannot be optimized unless team members have actionable lists of qualified accounts and contacts.

Poor data quality leads to a downstream of issues across the channel:

- If OEMs share bad/outdated data with partners and acknowledge these contacts as leads, partners quickly will find contact information isn't valid or qualified.

- If partners find new leads and register them with incomplete data, it leads to conflicts in terms of lead source resolution as the deal progresses and closes.
- If OEMs source lead data or lists from cheap sources with bad quality, it affects the marketing campaigns they run for partners. Resellers and distributors then question the demand within their market, as well as the potential business opportunity for future sales. This can lead to partners losing interest in the OEM altogether over a period of time.

With dirty data remaining a top threat for organizations' lead generation campaigns, channel players require tools and technologies to ensure the best, most effective contacts are delivered and nurtured by inside and third-party sales and marketing teams.

## Conquering The Data Debacle

Rather than sending partners and resellers into the sales force blind, ReadyContacts allows channel marketers to share qualified accounts and contacts with partners, helping them fuel their lead generation programs.

Channel marketers can simply carve out a small portion of their channel marketing budget and use it to provide their channel partner sales teams with optimal prospects. Moreover, by working with ReadyContacts, organizations can acquire specific role-based decision makers across

English-speaking territories worldwide. As a result, organizations can help partners pinpoint their most qualified accounts and contacts, so partners can spend budgets more effectively.

ReadyContacts solutions deliver significantly improved campaign response rates for sales and marketing teams across the channel. By tapping into the platform, vendors, OEMs and manufacturers are equipped to build robust contact lists based on titles and job functions, which are gathered through online information and social profiles. Organizations can then segment contacts, target new accounts based on keywords and share prospect/lead information with channel partners.



ReadyContacts for [Channel Marketing](#) is a solution designed for OEMs to extend tangible and actionable marketing databases to their partners, empowering them to sell. Once the education and training is done, OEMs can quickly build momentum with their partners by providing them with the following:

1. Highly targeted role-based lists of contacts at the most qualified target accounts, or
2. The ability to develop a budget and buy marketing databases from ReadyContacts.

ReadyContacts works with OEMs to define target account profiles as well as decision maker contact profiles, which are used to deliver highly accurate marketing databases. OEMs also can run quarterly database development projects with ReadyContacts, or let partners decide how frequently they would like these projects to take place.

ReadyContacts gathers feedback from all partners, and consolidates and shares information with an OEM to provide an aggregated perspective on what is working within its channel network. Moreover, an OEM and its partners can work with ReadyContacts to build targeted data for campaigns around specific goals, such as setting up meetings at conferences, driving webinar registrations, sending invitations for user group meetings, supporting field sales teams and more.

## ReadyContacts for Channel Marketing delivers features and capabilities, including:

- Ideal target accounts for channel partners within their geographic expertise;
- Role-based decision maker contacts at each of the target accounts;
- Complete and update contact information for all contacts including email addresses;
- Ongoing monthly lists or batch lists on a quarterly basis;
- Marketing database for multiple needs, including: setting up meetings at conferences, driving webinar registrations, inviting for user group meetings, supporting field sales teams and more; and
- Pricing is on a per-contact basis with accuracy guarantees that ensures a strong ROI.

## About Demand Gen Report

Demand Gen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of our 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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