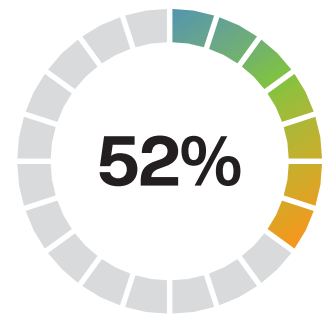


# Mastering Marketing Data Cleansing: Essential but Challenging

## According to a Recent Demand Metric Study

"52% of B2B marketers said data quality has prevented completion of up to 5 or more business initiatives"



### Marketers Confess

Our efforts to fix the problem aren't enough



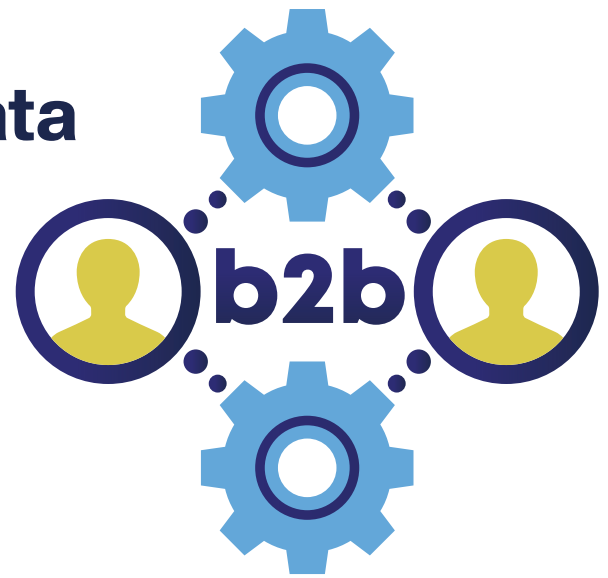
Specialized problems need specialized solutions!

Don't tackle database cleansing with basic tools. Invest in the right data technology for immediate efficiency and long-term savings!

# B2B Buyer Behavior Shifts: Amplifying the Data Cleaning Challenge

B2B marketing operations professionals are coping with significant changes in buying behavior.

B2B marketing operations professionals face significant changes in buying behavior, leading to larger data sets and increased data cleansing challenges. Purchases are now made by larger groups within organizations using multiple research channels.



## Understand the Recent Changes in Buyer Behavior:



### Buying Groups

The average buying group consists of 12-18 individuals.



### Touch Points

Completing a buyer's journey now requires an average of 27 interactions per group member.



### Channels

B2B buyers now regularly use ten or more channels to interact with suppliers.



### Time with Sales

B2B sales reps have roughly 5% of a customer's time during a B2B buying journey.



### Purchase Cycle

An increase in participants and economic concerns are extending the purchase decision process.

## According to forrester



Buying decisions are made by a buying group of more than three people.



B2B buyers are now seeking purchase information from third-party sources.



B2B buyers have fully defined their purchase needs before engaging with sales.



Purchases now take four months or longer to complete.

Marketing teams now face a bigger, more complex buying process with more channels, touchpoints, and buyers, leading to an overwhelming amount of complex data to manage.

# Clean data is the lifeblood of all B2B marketing activity

Clean data is crucial for effective market segmentation, targeting, messaging, tactics, and measurement. Keeping your data accurate, current, and complete is essential



## Better Precision:

With clean data, you'll gain a better understanding of personas and be able to create content that speaks directly to them on the channels they prefer.



## Greater productivity:

When contact information is accurate and up to date, you'll be able to carry out marketing activities with greater efficiency.



## Improved results tracking:

Starting with a clean database helps you collect accurate data on your campaigns, leading to more effective future marketing.

## Negative Effects of Bad Data



- **Wastes Marketing Resources-** Without quality data, marketing campaigns lose direction and see lower success rates.



- **Buyer Information-** Understanding their roles, contact details, and preferred research sources.



- **Prevents Buyer Understanding-** Inaccurate data prevents you from recognizing buying signals and makes it difficult to identify buying group members.



- **Impedes Cross-Channel Marketing and Nurturing-** Effective cross-channel marketing relies on accurate buyer information understanding their roles, contact details, and preferred research sources.

- **Hurts The Marketing/Sales Relationship-** When sales teams lack marketable leads, their success is compromised, leading to understandable frustration.



## Set a Clear Goal for Your Data Cleansing Efforts

80 percent marketable database.



# Key Elements of Clean Data: What You Need to Know

- **Marketable** leads are opted-in and organized in the correct account, persona, geographical region, and buying group.
- **All** required information (e.g., name, title, email, etc.) is available for each contact.
- **All** contact information is current and accurate.
- **Standardized** data is in a standard format that can easily be imported and exported.
- **Compliant** data gathering and marketing practices comply with government regulations.
- **Non-duplicative** data contains no duplicate records or contact information.



**Keeping your database clean empowers you to identify key players in buying groups and recognize new buying signals. This enables quick, precise responses that lead to more wins.**

## Effective Approaches to Data Cleansing

B2B marketers have various options for data cleansing, with the most common approaches including:



### Manual Cleanup:

Manual spreadsheet reviews are slow and error-prone, but automation improves accuracy and speed before importing.



### Pre-importing Cleanup:

To prevent errors, companies implement data controls during the upload instead of cleaning data post-import.



### Outsourcing:

Outsourcing data cleansing can be costly and risky, as agencies may lack an understanding of your market & data needs.



### No Cleanup:

Skipping data cleansing may save time, but it can lead to failed campaigns, lost sales, and compliance fines.



**B2B data becomes invalid and useless within a year.**



**Marketers clean data before importing it.**

# Smarter Strategies for Effective Data Cleaning

There are many vendors offering data management solutions. These solutions cover a wide range of capabilities.



## Data governance solutions

These complex software systems help manage company data protocols, covering data definitions, quality, security, and compliance. They are primarily designed for compliance or IT teams, not for B2B marketers.

## Customer data platforms (CDPs)

Customer Data Platforms (CDPs) centralize data from various sources for engagement and insights. They include a database for unified customer profiles and analytics for segmentation. While CDPs are available for both B2B and B2C, they are more beneficial for B2C marketing. CDPs often face challenges with B2B buying groups, longer sales cycles, and data quality issues.

## B2B marketing-specific data governance solutions

Specialty solutions like the Integrate Platform address data challenges for B2B marketing. Unlike a CDP, Integrate connects marketing channels, processes, and tools into one platform, ensuring data governance and standardization. A key advantage of Integrate is its ability to gather compliant first-party data, serving as a clean entry point for data into sales and marketing systems.