



2025 STATE OF DATABASE STRATEGIES

Database Strategy Playbook: Mastering Data Hygiene For Higher-Impact Campaigns



Introduction

Next-gen martech tools like AI are energizing campaigns across industries and unlocking new creative opportunities, but B2B marketers continue to wrestle with an age-old problem: How to structure and manage their databases for maximum effectiveness.

In too many organizations, lead information is scattered across multiple systems and departments. Updates within one platform, such as a marketing automation system, don't get carried over to a CRM or customer data platform (CDP). And sales and marketing teams still can't agree on the definition of a high-quality lead.

For marketers to develop higher-value ABM campaigns and deliver on the promise of data-driven personalization, they must tackle data fragmentation head-on.

In this special report, we'll unpack how marketers can end data fragmentation by:

- Finding fresh, time-saving approaches to strengthen **data quality and governance**;
- Embracing modern, AI-powered tools to streamline **data validation and verification**;
- Identifying the right intent signals to effectively **target specific personas within buying groups**; and
- Scaling ABM campaigns and gaining **stronger alignment between marketing and sales**.



Taking A Proactive Approach To Data Hygiene

The road to improved campaign performance begins with clean, accurate data. So it's no wonder that **66% of B2B marketers** say improving data quality is one of their top three priorities for improving go-to-market (GTM) strategies.

"Data decays over time," said Camile Turner, Senior Digital Marketing Specialist with **Valvoline Global Operations** in an interview with *Demand Gen Report*. "People change jobs, and companies are bought and sold. The result is outdated contact information that creates inaccurate targeting and erodes marketing returns, deliverability and reporting."

Yet trying to implement data hygiene best practices is increasingly difficult for marketers, especially with corporate data volumes growing exponentially. Nearly **half (48%) of all companies** call themselves data-driven organizations today, and managing all that data across multiple platforms and systems leads to widespread duplication and ineffective compliance.

To solve this challenge, organizations should appoint one or several employees to oversee data quality and governance. "These owners should bear the responsibility for articulating the importance of good data hygiene and the costs of poor data," Turner said. "They should

also develop projects that make data hygiene fun and engaging."

While data validation and verification platforms can help marketers improve their data hygiene, many current solutions clean up data after it has entered an organization's database. A better approach is to govern data quality before it enters downstream systems, according to Krista Hoffman, SVP of Customer Experience at **Integrate**, a lead management and data governance platform.

"With a proactive solution, marketers can prevent issues such as incomplete fields, duplicates, outdated information and incorrect formatting, which ultimately mitigates data decay, enhances operational efficiency, improves marketing performance and ensures compliance with evolving privacy regulations like GDPR and CCPA," Hoffman said.

Data appending and list building tools also play crucial roles in leveling up marketers' database strategies. Third-party data providers are emerging as trusted partners for brands in this area. "They have the specialty of verifying business data, leading to more accurate existing customer records," Turner said. Additionally, social media platforms can serve as excellent sources of business data for marketers, according to Turner.



Building Smarter Campaigns With Intent Data And Detailed Segmentation

When it comes to segmentation, marketing leaders face a great divide. On one hand, buyers have higher expectations and there is greater demand for hyper-personalization, which is why **86% of B2B marketers** believe personalized 1:1 marketing is the key to success. Yet simultaneously, B2B buying groups continue to expand, with **11 different people** involved in the typical buying journey.

As a result, marketers must take both a wide and granular view of their customer data when fine-tuning their GTM strategies. Hoffman recommends segmenting databases to measure overall account engagement, then diving deeper

to find which personas are actively engaging within these high-performing accounts. "The next best accounts may not be the ones with total engagement, but the ones where engagement is happening with the right personas who are key to your business," she explained.

Once marketers identify their ideal accounts, they can start creating personalized messaging that's geared toward individual personas within that buying group. "This smarter, more strategic approach doesn't just improve targeting," Hoffman said. "It also drives measurable engagement and conversion rate gains, empowering marketers to outperform and out-scale the competition."



For the most effective GTM campaigns, Melissa McCready, Practice Lead of Growth Operations for GTM consultancy [HLX](#), recommends ranking and segmenting your data based on five metrics:

1. Engagement score
2. Ideal customer profile (ICP) account fit score, including the current B2B tech environment, funding, company size, industry and geography
3. Persona score
4. Intent data
5. ICP keywords

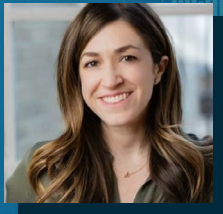
In addition to its role in driving GTM strategies forward, intent data also offers a window into the future interests of accounts and prospects. Savvy marketers are even using this data, coupled with artificial intelligence, to forecast market shifts. “AI has amplified and accelerated intent signaling,” McCready said. “It’s a blend of account ICP, persona ICP and call-to-action signaling that is most important.”

Another crucial intent signal to measure is content engagement, Turner added. “Marketers should go beyond the top-level metrics of clicks and open rates and assign true value to the meaning of a content download or form submission,” she said. “When you do so, you’ll be able to get deeper insight into where specific accounts or buying group members are in their decision-making process.”



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CAMILE TURNER, SENIOR DIGITAL MARKETING SPECIALIST, VALVOLINE GLOBAL OPERATIONS



What's Working In Database Management? Building the 'Backbone' of a Successful Demand Gen Strategy

A Q&A with Krista Hoffman, Integrate

With marketers experiencing a data deluge, B2B marketers struggle to balance compliance and security with campaign performance. As SVP of Customer Experience for Integrate, Krista Hoffman collaborates with marketers from some of the world's most well-known brands to help them achieve success. She sat down with *Demand Gen Report* to offer practical tips to help marketing teams use clean, accurate data to craft high-impact campaigns.

Demand Gen Report: How can B2B marketers embed the latest security and compliance best practices into their database management workflows?

Krista Hoffman: We work with marketers from global enterprises, representing teams of all shapes and sizes. And what we've found is that compliant marketing always leads to successful marketing. Bringing in droves of leads with little regard to how they were acquired and what communication preferences they requested creates enormous revenue and reputational risks. At the bare minimum, marketers must follow common consent tactics, including using language and motions that comply with various global and federal regulations, and limiting outreach to those we can market via standard marketing automation and CRM workflows.

Additionally, marketers should prioritize lead quality over quantity. Take a fine-tooth comb to your lead ingestion process and ensure a gold-standard level of compliance is met before allowing a lead to enter your marketing and sales workflows. We see marketers struggle when they don't.

DGR: What types of advances are you seeing in data validation and verification, and how can they help marketers enhance their database integrity?

Hoffman: Data validation and verification isn't just a system. Instead, it's the backbone of successful demand marketing strategies, helping B2B marketers streamline their demand generation and marketing operations with precision and efficiency. As the trusted solution for data validation and verification across all demand channels, Integrate ensures that marketing engines run seamlessly. Our platform integrates cutting-edge contact data validation, advanced standardization processes, rigorous compliance checks and precise ICP alignment, giving B2B organizations the tools they need to achieve unparalleled accuracy and scale.

DGR: Which lead generation tactics are working best today, and which ones are lagging?

Hoffman: B2B marketing is at a crossroads. Performance is slipping. Customer acquisition costs are climbing. And the old playbook doesn't cut it anymore. The best marketers are adapting by honing in on fundamentals — ensuring their messaging is omnipresent, precise and resonates with key decision-makers across all buying channels.

But success today isn't just about campaigns. It's about forging stronger partnerships. Sales and marketing alignment is non-negotiable, with marketing assuming its rightful place as a strategic revenue driver, not just as a support function. Simultaneously, the explosion of martech has stretched teams thin, with too many tools that fail to achieve their ultimate purpose: creating repeatable pipeline.

For these reasons, it's time to refocus. The winning formula lies in strategic collaboration, prioritizing high-performing assets and cutting through the noise. Marketing leaders who claim a seat at the table and invest in what truly moves the needle will be the ones driving sustainable growth in this rapidly changing landscape.

DGR: Which best practices do you recommend to B2B marketers who are trying to scale their ABM programs?

Hoffman: We see customers succeed with ABM when they focus on strategy, collaboration and efficiency, combining precise targeting with clear cross-functional alignment and streamlined tech integration. Marketers can start scaling their ABM programs with precision by defining their ICP. This is the foundation for crafting targeted, personalized messaging and outreach that resonates with the right accounts.

From there, data will become your greatest ally. Use it not just to build accounts lists, but also to refine them dynamically, ensuring every effort is rooted in relevance. Finally, equip your sales teams with actionable insights that translate into meaningful conversations and drive pipeline velocity.

DGR: What are the best ways to align sales and marketing?

Hoffman: Marketing and sales alignment must be built on a foundation of trust. Without it, even the best strategies will fall flat. For sales teams, trust begins with data. If the data that sales receives from marketing is inaccurate, irrelevant or misaligned with their needs, trust erodes quickly — and rebuilding it is no small task.

Trust takes years to establish, but it can crumble in minutes. That's why marketers must prioritize data quality. Clean, accurate, actionable data ensures that sales has what it needs to succeed, eliminating the all-to-familiar "all the leads suck" debate.

But data is only part of the equation. Alignment flourishes when you bring sales into the conversation early. Don't present a finalized marketing plan like it's a Soup of the Day. Instead, invite sales into the planning process, listen to their input and make them feel invested in the outcome. This type of collaboration creates alignment and builds shared ownership. Sure, sales might take credit for the wins, but their belief in the strategy can dramatically boost success. When marketing delivers quality data and creates space for collaboration, trust is built, alignment thrives and performance follows.



Driving Growth Through Data-Driven Execution

ABM has gained widespread adoption, with 64% of B2B marketers saying their teams have an ABM or target account approach. Yet much variability exists in ABM plays, and even marketers who are doing it well still seek ways to elevate their program effectiveness. Whether you're just starting with ABM or are looking to improve, McCready recommends following this process:

1. Get your organization and operations ABM-ready by reviewing your ICP, data, tech stack, organizational structure and processes;
2. Implement a proven project management framework, such as RASCI (responsible, accountable, supportive, consulted, and informed);
3. Get sign-off on your ICP from Sales, Marketing, Customer Success, Channel, Product and Executive Leadership teams;
4. Review your data quality and processes to ensure you can track marketing, sales and channel attribution;
5. Use best-of-breed ABM tools capable of tapping into predictive data models from your current data; and
6. Create well-defined segments, so you can pivot your audience based on your KPIs.

Achieving stronger campaign results through ABM also requires tight sales and marketing alignment, McCready explained. "A strong RevOps team that combines sales and marketing operations is a catalyst for improved alignment because it works on both functional areas' processes in tandem."

However, organizations that do not have a RevOps function should prioritize improving communication between sales and marketing. "That's the golden ticket, particularly with sales reps who engage with customers in the field," Turner said. "They get feedback firsthand, and marketers can't ignore it. On the other hand, it's marketing's duty to communicate the importance of the tactics and strategies that influence how and why the business approaches the market. This type of alignment creates a better understanding of how marketing supports sales."

The best lead generation tactics within ABM campaigns vary greatly by industry. Some of today's more successful strategies, according to McCready, are private dinners and happy hours, content syndication and paid ads targeted at ICPs and thought leadership campaigns designed to educate instead of sell.

McCready also noted a pivotal shift in another proven lead gen tactic: webinars. “Buyers today view webinars as content, not something they should attend,” she said. “They’re using AI to generate summaries of their chosen webinars and save time. This makes it critical for marketers to make sure their webinars target their ICP.”

And of course, AI is changing the way marketers measure the results of their ABM campaigns and lead generation strategies. Data validation and verification platforms like Integrate, for example, use AI-powered insights to gauge buying group engagement, measure channel performance and track revenue generation more accurately.



Key Metrics for Success

Which key metrics should marketers track to further optimize their database strategies? Hoffman recommends:

- **Lead quality metrics:** Monitor the percentage of leads that are complete, valid and compliant to focus on actionable opportunities.
- **Duplicate rate:** Track repetitive entries to minimize redundancy and improve database efficiency.
- **Data decay rate:** Measure how quickly records become outdated due to job or company changes, and schedule regular updates to maintain accuracy.
- **Compliance rate:** Ensure that a high percentage of leads meet regulatory standards to reduce compliance risks.
- **Engagement metrics:** Analyze lead interactions with your content, campaigns and sales teams to assess database relevance and responsiveness.
- **Conversion rates:** Measure the progression of leads through the funnel to evaluate database effectiveness in driving pipeline growth.
- **Lead velocity:** Track the time it takes for leads to move from capture to action, ensuring timely and effective engagement.
- **Database coverage:** Assess the completeness of key fields like job titles, industries and firmographics to ensure your database supports personalized and targeted campaigns.
- **Buying group completeness and gaps:** Monitor the completeness of buying group data to ensure all relevant stakeholders in an account are identified. Find gaps where critical personas or roles are missing to strengthen ABM strategies.



Conclusion

As data volumes grow and the digital ecosystem expands, marketers have all the information they need to create highly immersive, personalized ABM plays that attract the right buyers. But marketers can only activate this valuable data by maintaining a clean, robust and well-structured database.

With more precise and accurate database strategies, B2B organizations can drive revenue and even reduce overhead costs by eliminating redundant and inaccurate entries. Investing in data hygiene will help marketers ensure that their campaigns meet the needs of their ICP, entice their targeted buyer groups and deliver 1:1 personalization to key personas, setting the foundation for long-term marketing success.



Integrate is the leading SaaS platform for enterprise lead management, providing B2B marketers with tools to manage, govern, and optimize lead data across all channels. With a focus on ensuring data is actionable and compliant, Integrate helps companies streamline operations, accelerate revenue growth, and eliminate bad data. To learn more, please visit www.integrate.com.

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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 multichannel demand generation efforts.

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