

# THE STATE OF MARKETING DATA

 Hundreds of Companies

 Thousands of Files

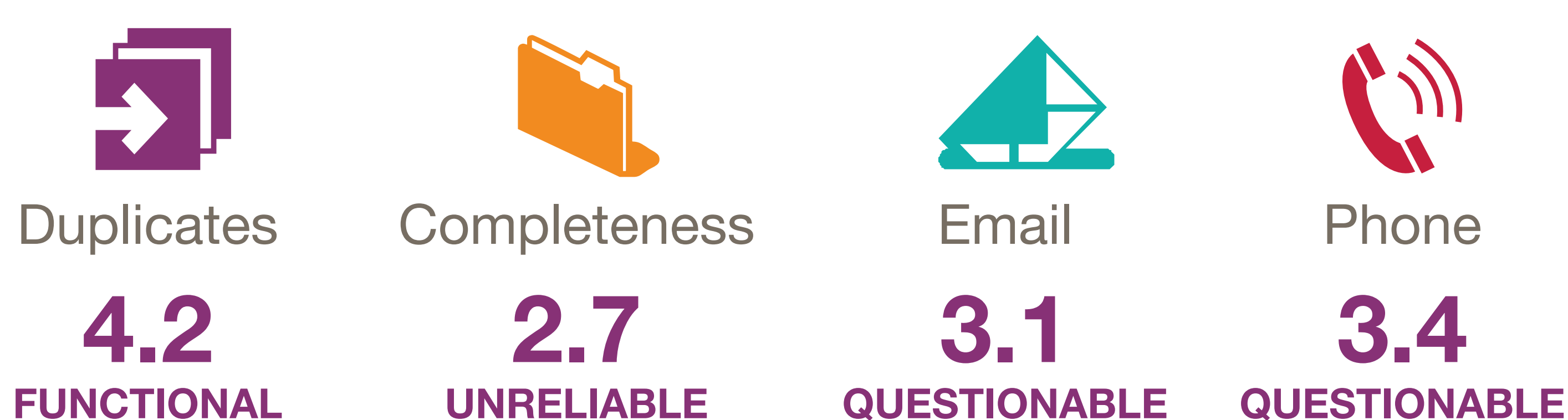
 Over 61 Million Records Analyzed



98% of companies plan to **increase their use of data-driven marketing** over the coming year.<sup>4</sup>

*NetProspex manages B2B data on a massive scale. We analyzed over 61M records and here's what we found...*

#### AVERAGE SCORE BY BEST PRACTICE AREA



### Marketing Automation Adoption is Accelerating & Relies on your Marketing Database

Marketers are seeking out new data-driven automation platforms and strategies to quickly identify new sales opportunities and increase marketing efficiency. Success is dependent on the quality of your contact and company data.



**84%** of marketing databases are barely functional



Marketing automation industry guru, David Raab, estimates that the industry will see **revenue grow 60% in 2014**, after growing 50% per year in both 2012 and 2013.<sup>3</sup>

## SEGMENTATION REQUIRED



**88%** of 61M+ records analyzed were lacking basic firmographic data. (industry, company revenue, number of employees)

### As Channels Broaden, Segmentation is Key

Not all new marketing channels allow for robust data collection. So continuing a relevant conversation with your prospects becomes highly dependent on your ability to segment accurately and align your content appropriately.

### What can go wrong? ... a lot!



Less effective lead scoring models that route unqualified leads to sales



Poorly executed content personalization



Lower conversion on nurturing programs due to broad-brush targeting

### Accurate Lead Scoring and Routing are at Risk

Dynamic lead scoring, tracking website behavior, and lead routing processes are increasing in importance and sophistication. You'll need fully complete records to do this well, and most B2B companies don't have that yet.

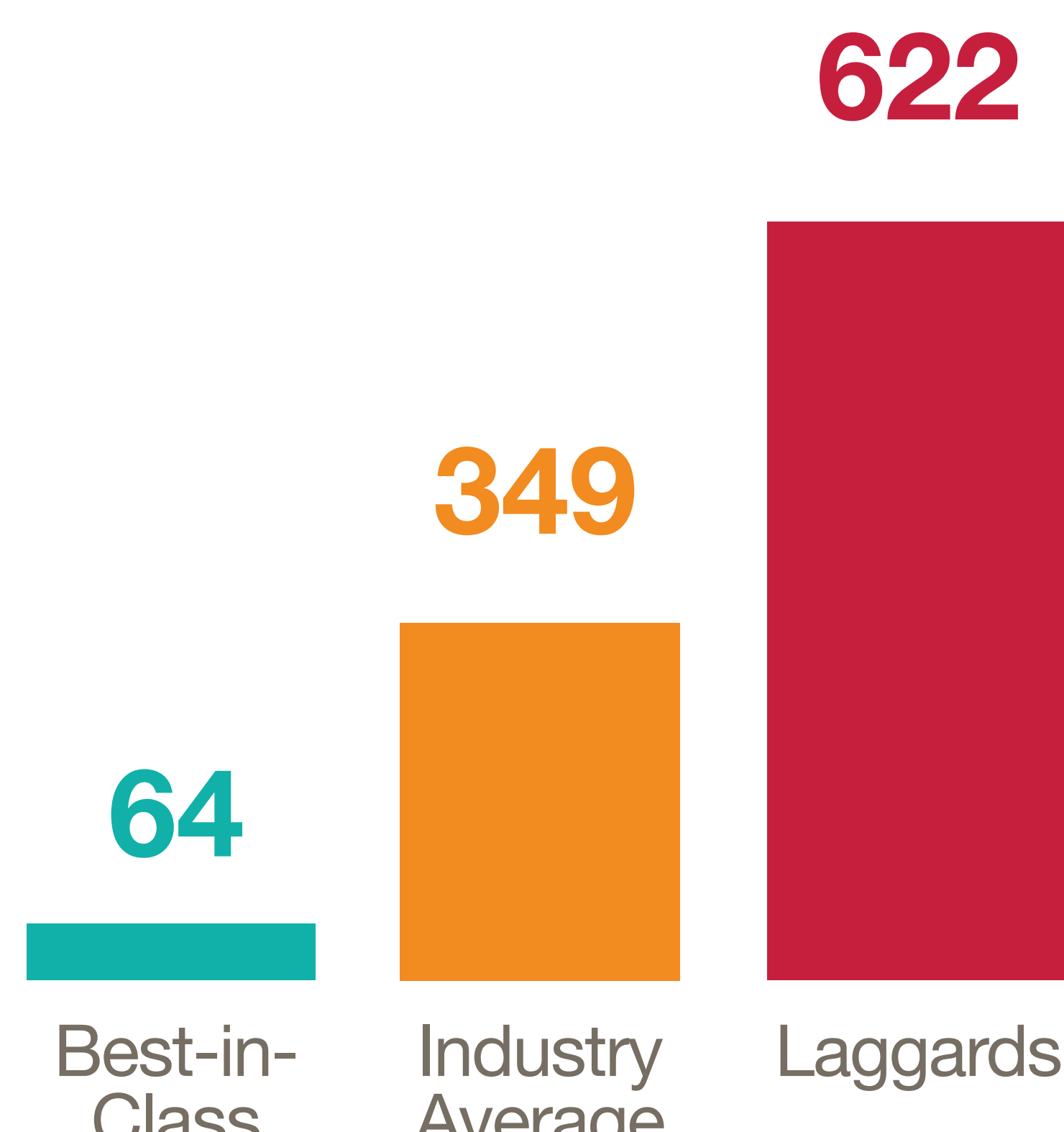


Alignment between sales and marketing is more important than ever... however 64% of records analyzed did not include a phone number.

### Keeping it clean results in fewer touches to create a customer.

Firms that have a well-established process of cleansing their marketing database see better conversions throughout the pipeline.<sup>4</sup>

#### TOUCHES REQUIRED TO CREATE ONE CUSTOMER



### Database Health is Not a One-and-Done Affair

Data is dynamic; Left unattended, marketing databases rapidly become stale and inaccurate. Companies that employ consistent data hygiene create 7X the number of inquiries and 4X the number of leads than those who do not.

How good is your data? Find out Today!

Learn how to assess your marketing database at [www.netprospex.com/dhs](http://www.netprospex.com/dhs)

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