Use Case for Business Intelligence

Contact-on-Demand Data versus Purchased Lists

Background

Compare the cost and benefits of purchasing lists and using real-time business intelligence for lead generation.

The goal is to review the benefits of on-demand prospecting, data validation, data cleansing, and data append services. Additional goals include capturing unreported website traffic and identifying decision makers for sales prospecting and campaign development.

PURCHASED DATA VS REAL-TIME BUSINESS INTELLIGENCE

PURCHASED DATA	VS	REAL TIME BUSINESS INTELLIGENCE
Outdated data	GOAL	Real-time data and intent
Short-term limited use	TIME FRAME	Long-term, immediate impact
Limited reach, and engagement	METRICS	Leads, clicks, and conversions
Higher short-term cost	COST	1 - 3 year contract with full rights to data

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List Purchase Experience
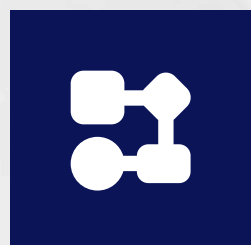
Expensive Delays

By the time we receive a purchased list, 15-25% is already outdated.
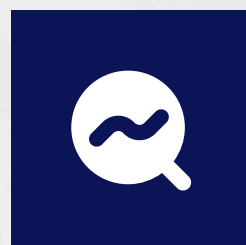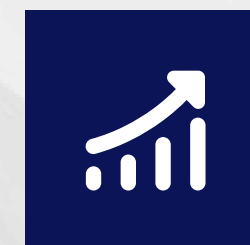
Limited Use

One-year lease on the data.

Performance

Low Click Rates.
Low engagement.
Low conversions.

Value

Purchased data is not scored, and is not fully unreliable.

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Top Pain Points

Website Traffic

Limitations of identifying companies that visit the site.

Decision Makers

Cannot identify who to contact at a company that visits the site.

Traffic Volume

Two-week trial indicates significantly higher traffic than the current analytics report.

Traffic Patterns

Inability to understand the type of intent a prospect may be trying to solve.

Date Enrichment

No resources to append or enrich existing data.

List Purchases

Costly one-time data purchase that is often inaccurate and many contacts are irrelevant.

Top Reasons to Consider Contacts-on-Demand

Web Leads

Focus on sales, not research.
Automate targeting and engagement.
Identify traffic by demographics,
psychographics, and technographics.
Qualify leads faster.

Consolidate Systems

Flatten the technology stack. Reduce
costs and resources.

Buyer Intent

Daily insights into buyer intent,
including Signal Score, and Audience
Strength. Identify contacts that are
most likely to open and email, and
engage.

Email Marketing

Contact data is legal to contact. Highly
segmented campaigns can touch on
specific problems a visitor is trying to
solve.

Process Improvement

Engage Analytics

Prioritize active contacts that are viewing content, and improve connection rates.

Salesflows

Customize and automate multi-touch prospect campaigns. Integrate with Outlook to send data directly to your Inbox.

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Summary

Two-week trial results:
- Improved analytics
- Easily identifiable web visitors
- Real-time data
- Ability to build segmented marketing lists
- Intent data
- Technographic data
- Company data
- Contact data

Very little of this type of data is available through current list vendors.

List vendors do not use Intent Topics and are limited to SIC codes which are often incorrect in the data we receive.