EVERSTRING

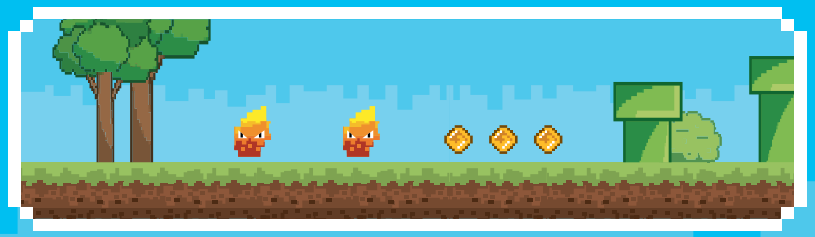
HOW TO REACH YOUR DATA QUALITY HIGH SCORE

CONQUER DIRTY DATA & LEVEL UP
YOUR GO-TO-MARKET PERFORMANCE

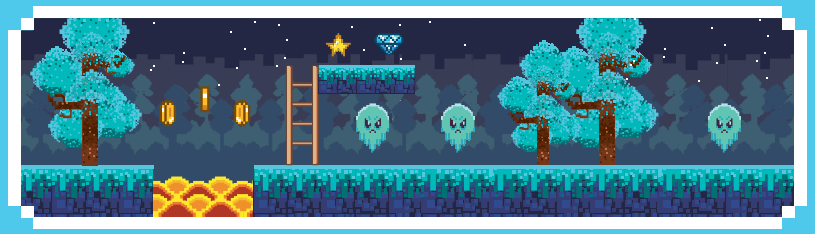
HOW TO PLAY

GAME LEVELS

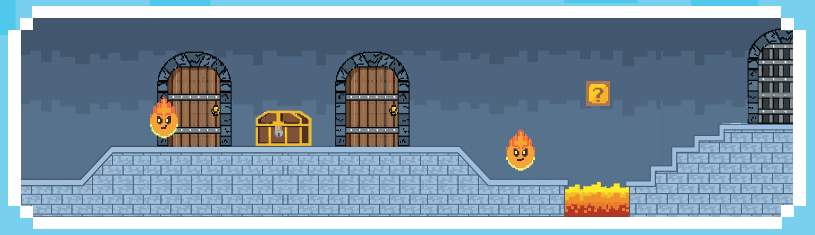
LEVEL 1
BUILD YOUR DATA CONFIDENCE



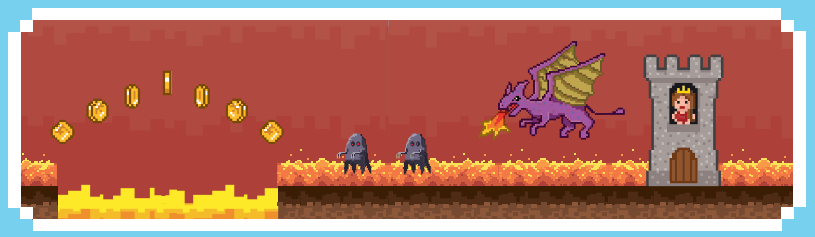
LEVEL 2
POWER UP YOUR TECH STACK



LEVEL 3
THE QUEST TO OPERATIONALIZE DATA

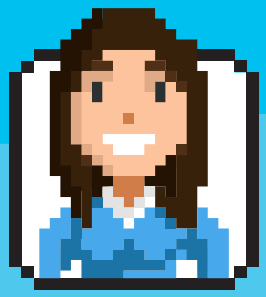


LEVEL 4
CONQUER THE DIRTY DATA BOSS



HOW TO PLAY

FEATURED PLAYERS



DESIREE HAMAOUI

Director of Global Programs & Campaigns
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Forrester Research

MATT AMUNDSON

Chief Marketing Officer
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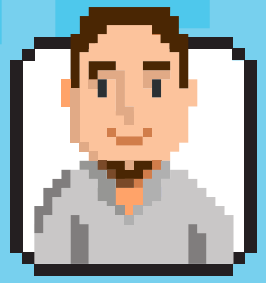
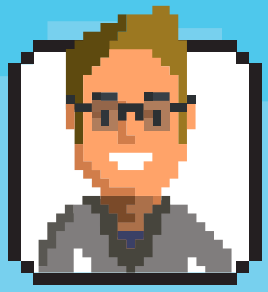
MICHAELA DEMPSEY

VP of Demand and Head of Marketing
Scout RFP a Workday Company



TIM JOHNSON

Co-Founder & CEO
Censia



TIMOTHY HARRIS

VP of Marketing
DialSource

SHONAL NARAYAN

Sr. Director of Marketing
EverString

HOW TO PLAY

GETTING STARTED

Dirty data bytes have infiltrated Database Kingdom, disrupting your sales and marketing performance with lead routing errors, mismatched or ill-prioritized accounts, and incomplete customer data.

Your only chance to set things right is to save Princess Precision, her royal highness of all-things-accurate, reliable, and complete.

Can you avoid the data quality pitfalls and save the Princess? Build your data confidence, power up the right tech, and stock up on tools to operationalize your data across Database Kingdom!

Explore this action-packed ebook of tips, advice and strategies for producing sales and marketing results through a commitment to placing better quality data at the foundation of your workflow.

OBJECTIVE

Challenge yourself to free Princess Precision and achieve your Data Quality High Score! Your go-to-market performance depends on it.

LEVEL 1

BUILD YOUR DATA CONFIDENCE

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BUILD YOUR DATA CONFIDENCE

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Revenue teams need to lean on data and insights to make strategic decisions that drive performance and they need confidence in those insights to effectively move forward. Yet many data-minded leaders still lack an understanding of where their data comes from and how it's turned into insights.

Not all third-party data is created equal. True data confidence is built when you improve data quality at its core and better understand where it originated from. By dedicating resources to improve the quality of your company's data, you can achieve:

- More advanced account segmentation
- Better opportunity management
- Less friction between marketing and sales
- In-depth insights to paint the full picture

GAMEPLAY TIP

"Leaders should strive for a basic understanding about analyzing data. For example, if your data indicates a correlation between two things, you need the ability to decipher what that means, and what that doesn't mean."

Kerry Cunningham
VP & Principal Analyst, Forrester Research

To level-up your data confidence, pay close attention to the collection methods used by your data vendors. Ask your data providers: "Where do you source your data?" or "How do you verify the information?" Avoid traditional data providers that still use outdated, manual techniques, like phone calls and online surveys, which force you into a no-win trade-off between data coverage and data accuracy.

LEVEL 1

BUILD YOUR DATA CONFIDENCE

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GAMEPLAY TIP

"The data becomes the tool to move you forward and do what's best for the business, best for the customers you serve."

Michaela Dempsey, VP of Demand and Head of Marketing, Scout RFP a Workday Company

DATA CORE STORE

Forrester Research reports that data-driven organizations thrive in these 3 core areas:

1. **Insight Requirement:** Define the actionable insights that will be needed.
2. **Data Management:** Review the data, measure its quality, and determine accessibility guidelines
3. **Team Enablement:** Consider cultural transformations needed in order to shift prior opinions, if data proves something new

Forrester's Marketing Data Confidence Meter measures how data-driven a company is:

The **combined** degree of confidence in the capability in each aspect of a data-driven practice

Insight Requirement

Data Management

Team Enablement

LEVEL 2

POWER UP YOUR TECH STACK

LEVEL 2 POWER UP YOUR TECH STACK

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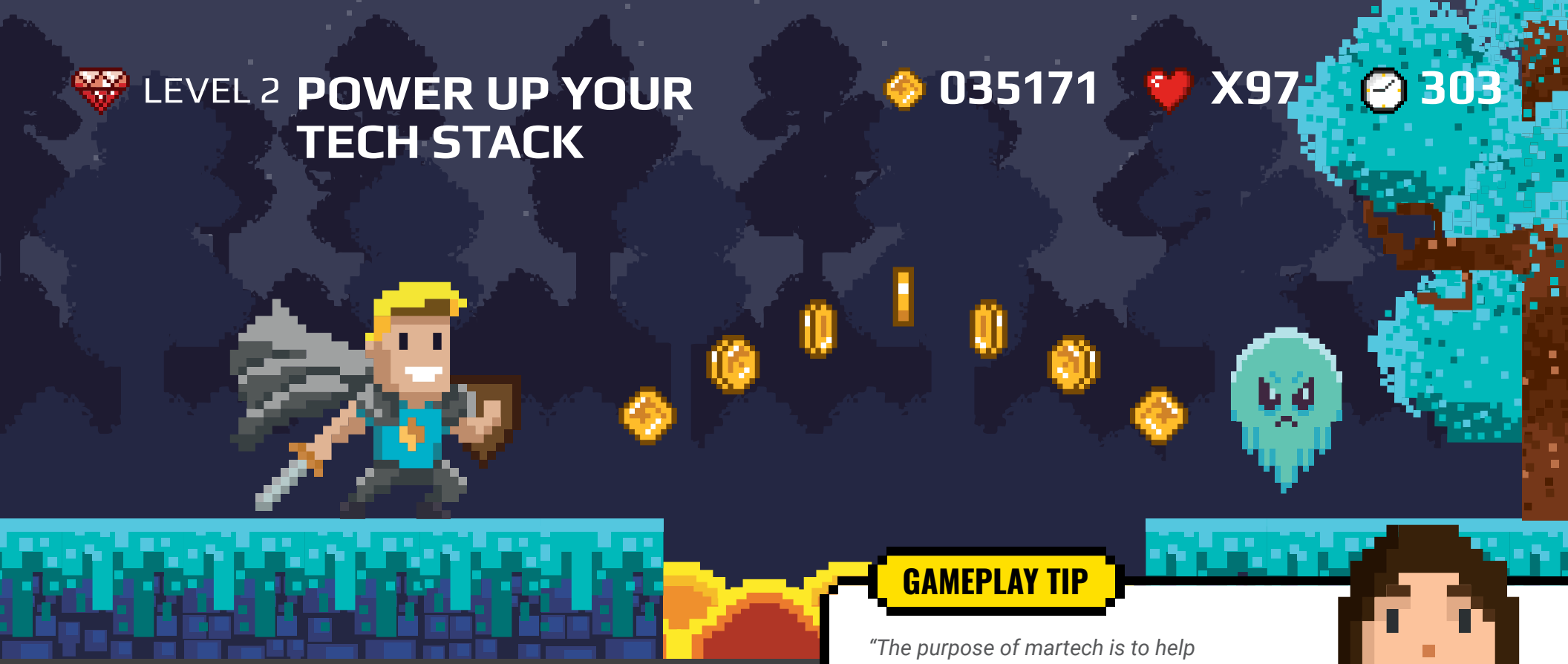


GAMEPLAY TIP

"The purpose of martech is to help a company scale. Seek to automate and build trust in the data coming from the tools you put in place."

Desiree Hamaoui
Director of Global Programs & Campaigns, Box

Business data transforms all the time. The problem is, sales teams typically don't relying on what's inside CRM. Instead, they usually wind up spending a lot extra of time outside CRM gathering information from sites like LinkedIn and Google to understand current company contacts and the latest news about their target accounts.

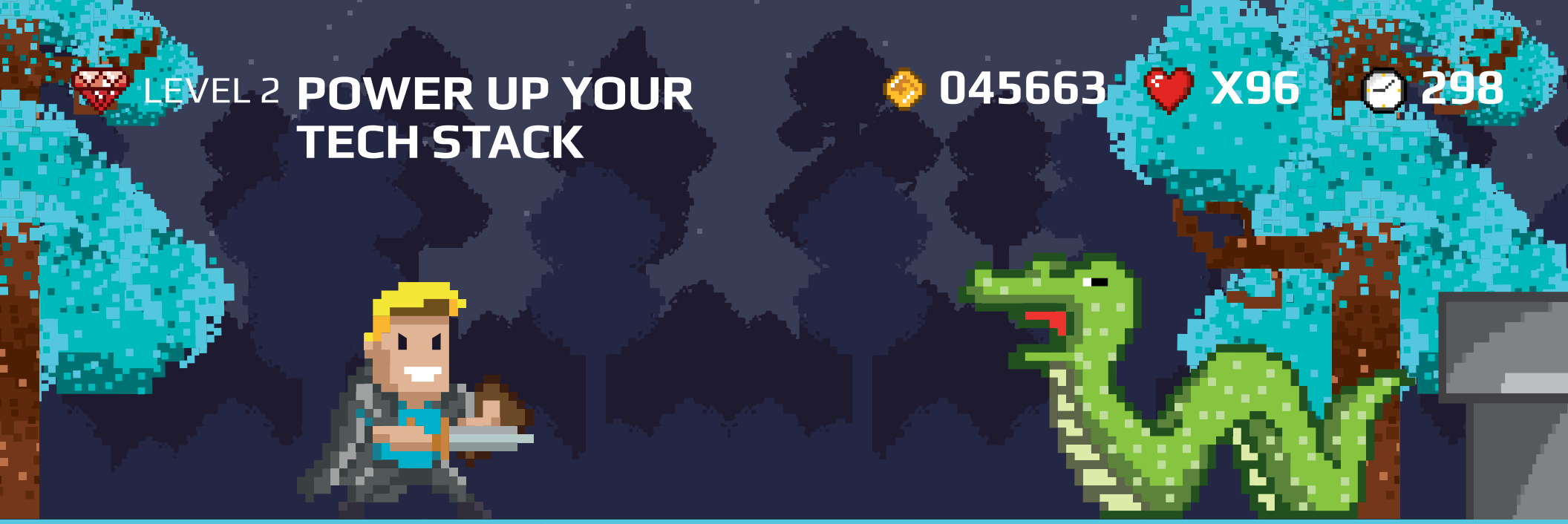
Your database should mimic this level of depth and accuracy that a human professional would gather, but at the coverage and scale that today demands.

When building your martech stack, make sure you have a big picture in mind so you can create a scalable solution. Then, design your data-driven martech stack around these 3 core components:

1. Ideal customer profile (ICP) modeling
2. Account prioritization and fit scoring
3. Intent monitoring

Then, take baby steps to get there, and aim to separate the signals important to you from the noise.

To gain context through data, you need to integrate things into your sales workflow. This helps you pair anecdotal team member information with advanced insights refined through machine-learning and AI. Make sure your data strategy can deliver insights directly, automatically, and continuously into your CRM dashboard.



REAL CUSTOMER STORY

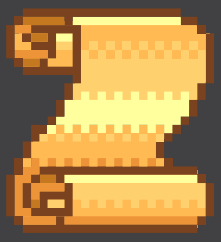
America's largest media agency saw 200x faster prospecting when they integrated high-quality sales intelligence directly into their team's CRM dashboard, reducing account research time from hours down to 30 seconds! www.everstring.com/customers

GAME PIECES

Consider these important elements in your data strategy build:

Data Governance Council: Stakeholders from different parts of the organization that review any new changes being considered.

Data Steward: Responsible for understanding a particular data discipline and the nuances of how it works within the organization; Collaborates with other Data Stewards.



Data Audit: Review decisions around how and where to unify data, accessibility levels, and what third-party data to acquire.

LEVEL 3

THE QUEST TO OPERATIONALIZE DATA

LEVEL 3

THE QUEST TO OPERATIONALIZE DATA

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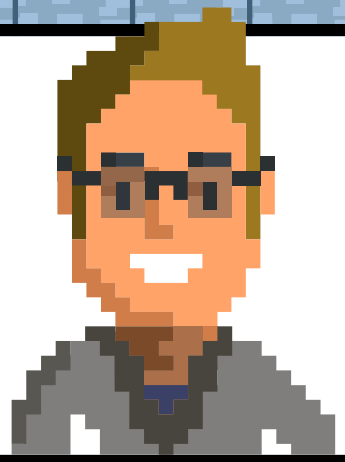
GAMEPLAY TIP

"We saw significant value when we put a single source for truth in place for our team. For us that meant real-time business data piped directly into Salesforce via EverString, creating a central point of understanding for the entire organization."

Timothy Harris
VP of Marketing, DialSource



According to Data Science Central, data centralization helps provide "faster searches, simplified IT infrastructure, more collaboration, increased accuracy, and fewer redundancies." But getting there is (more than) half the battle.

Experts agree: Having a single source of truth (SSoT) is definitively the most important factor when it comes to operationalizing your go-to-market strategy. When you combine high quality external business data (firmographics, technographics, company news) with internal signals (product usage, customer purchases, renewals), your workflow can operate from a singular, reliable source. This centralized source for information enables all business units to align around a collective understanding of your customers and prospects.

Work with external data providers that can help you identify which signals you need most, and then connect those real-time business insights directly into your CRM dashboard. Then, scan trends and patterns within the data, check which messages hit best and which campaigns are outperforming others. Build in a continuous feedback loop.

Then, monitor performance and watch for certain tangible workflow improvements: Time saved cleaning data, demand generation performance improvements, efficiencies in finance functions, etc.

LEVEL 3

THE QUEST TO OPERATIONALIZE DATA

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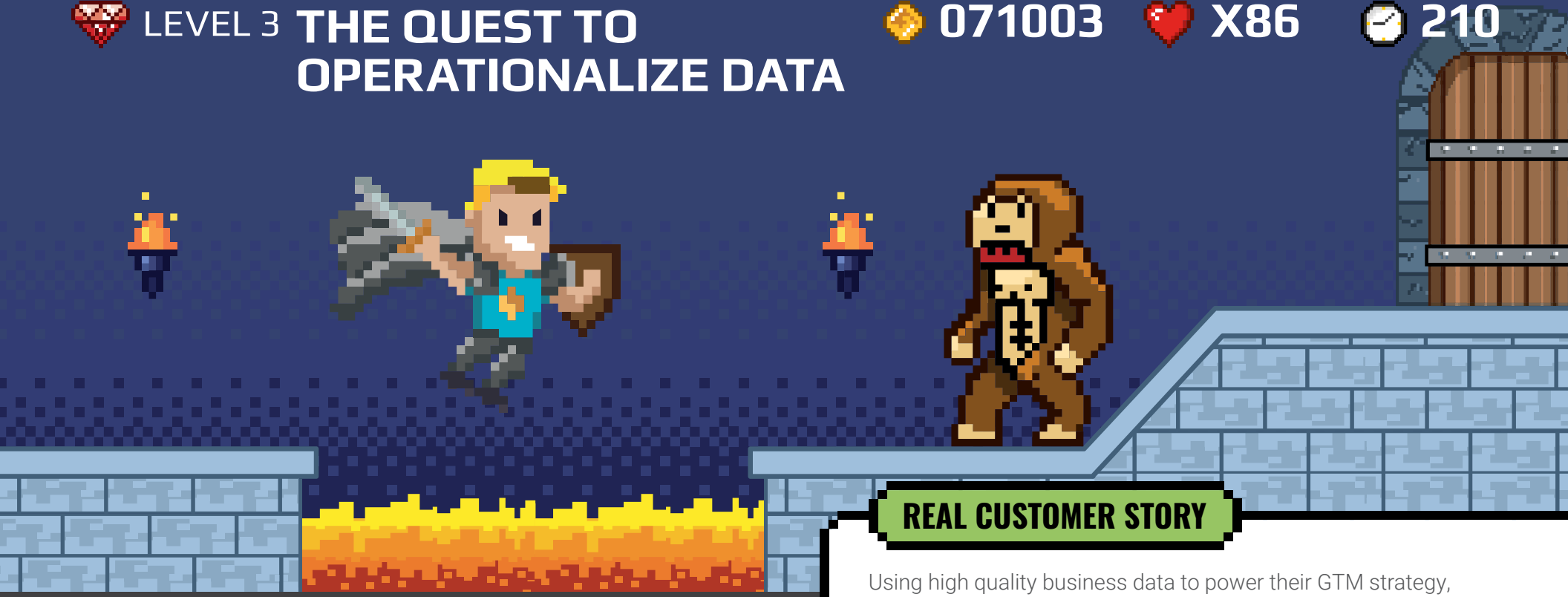


REAL CUSTOMER STORY

Using high quality business data to power their GTM strategy, TTEC's VP of Marketing Jeff Marcoux and team increased marketing sourced leads by nearly 600% and saw a 317% increase in sales-accepted leads. Read the full story at www.everstring.com/customers

DATA QUALITY SCOREBOARD

In your quest for better data, here are the metrics to measure:

Match rate: The percentage of company records that are found in a given segment or database. A higher match rate translates into higher coverage.

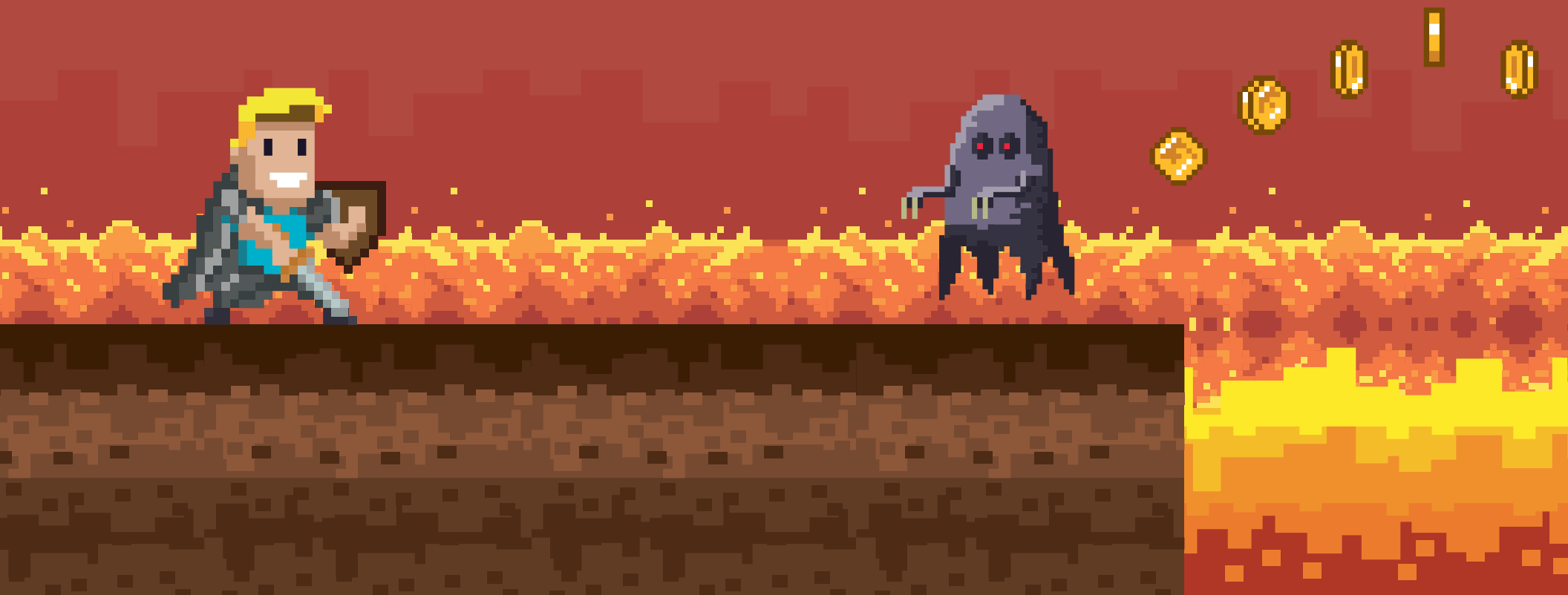
Match quality: A measure of the reliability of the match or entity resolution. The more the number of records matched in the higher confidence tiers, the better the quality.

Fill rate: The percentage of data attributes or fields that contain information. A higher fill rate means better capabilities to capture sparce data elements.

Accuracy: The measure of how correct data is. Human analysis of a stratified random sample set, based on deterministic attributes such as company name, address, NAICS, or SIC classification.

LEVEL 4

CONQUER THE DIRTY DATA BOSS



LEVEL 4

CONQUER THE DIRTY DATA BOSS

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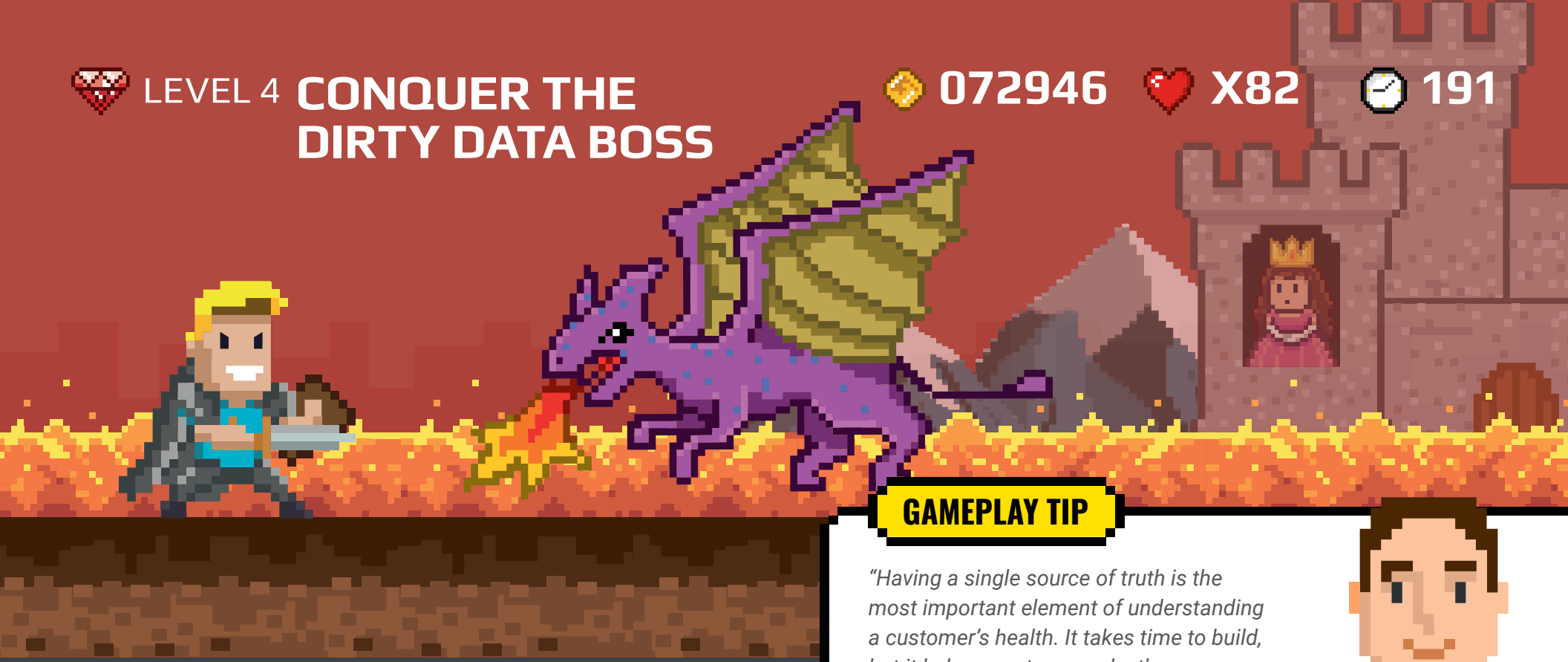
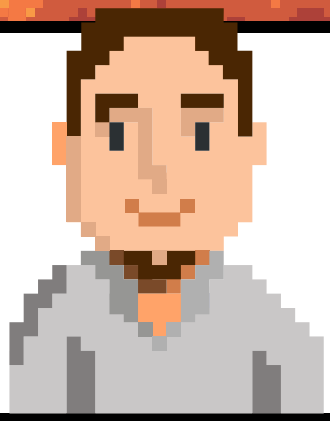


GAMEPLAY TIP

"Having a single source of truth is the most important element of understanding a customer's health. It takes time to build, but it helps your team make the moves they need to be productive."

Tim Johnson
Co-Founder & CEO, Censia



Unfortunately, **only 16%** of companies characterize the data they are using as "very good" (Chief Marketer).

You can build the most innovative tech stack possible, but if you feed it with dirty data, no one wins. Studies show most U.S. businesses are infiltrated with incorrect or incomplete data about their customer accounts, and it's hitting the bottom line to the tune of $3 trillion annually.

Save your Database Kingdom from persistent, pervasive dirty data bytes by playing with core data you can rely on. Seek out a vendor that can consistently deliver deep, accurate account insights about all the companies you care about most.

To source this Holy Grail of high-quality external data, do your homework. Start by understanding what's going on with key market players, both broadly and within the niche data segments you need. Not sure of what you need? Leverage templates and tools that can help you evaluate what's most important for your team, and define what to look for in a vendor.

Then, initiate data tests with top data providers. Use the same sample data file and compare across the key data quality scoreboard metrics of: Match rate, match quality, fill rate, and data accuracy.

Make sure you're comparing mushrooms-to-mushrooms, calculate your data ROI potential, and use templates to help you make the case for better data within your organization.

Access all this and more data buying tips, tools, and templates in The Ultimate B2B Data Buyer's Toolkit at: www.everstring.com/buyertoolkit.

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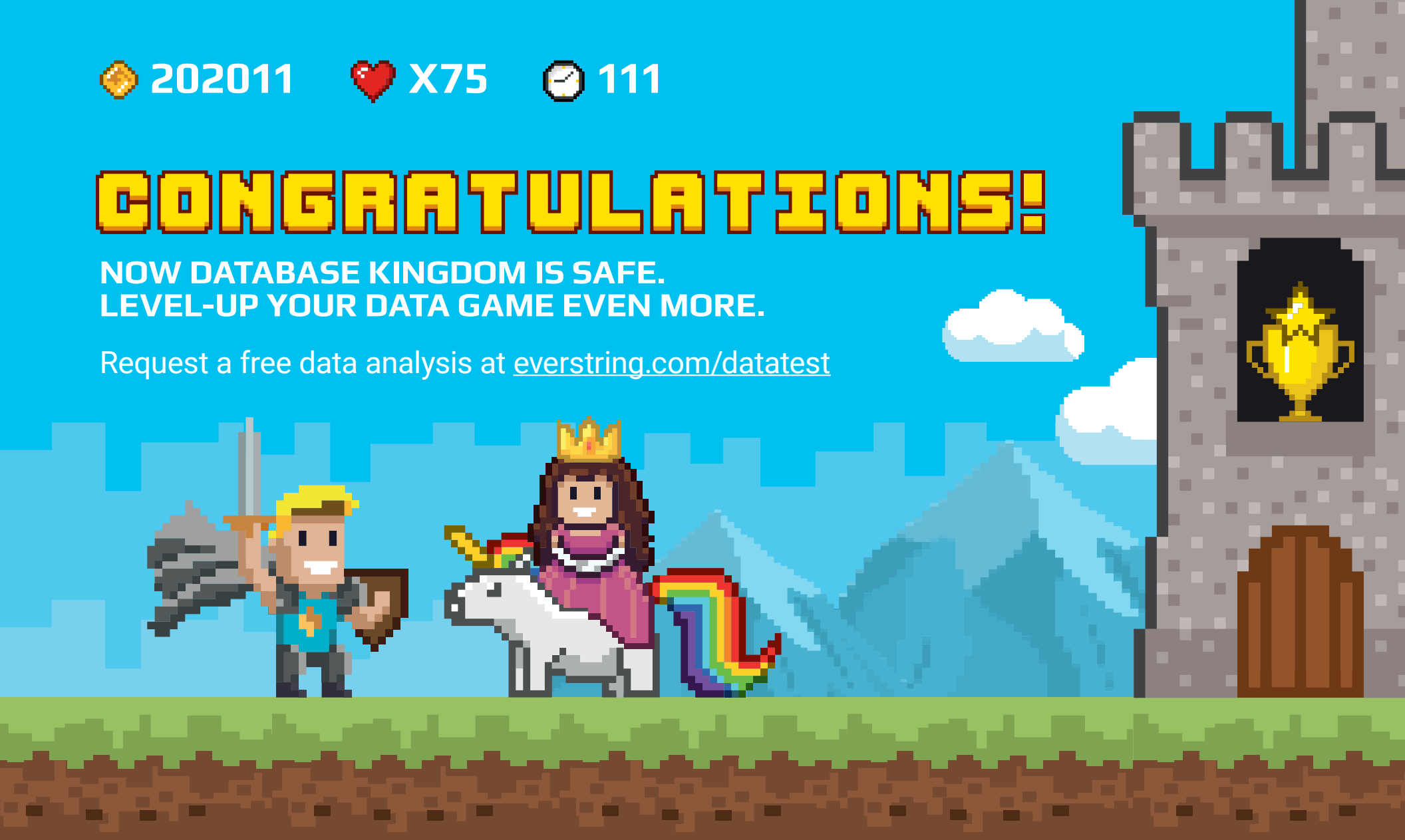
CONGRATULATIONS!

NOW DATABASE KINGDOM IS SAFE.
LEVEL-UP YOUR DATA GAME EVEN MORE.

Request a free data analysis at everstring.com/datatest



EVERSTRING

BETTER DATA. BETTER RESULTS

EverString is a B2B data company built by experts in machine learning, natural language processing (NLP), and web crawling. EverString provides machine learning-enhanced data and automated modeling to B2B companies to improve decision making. Customers use EverString to enhance sales, marketing, advanced analytics, master data management (MDM), risk management, and underwriting. EverString's data-as-a-service (DaaS) platform provides company data with the highest accuracy and coverage, including firmographics, technographics, contacts, machine learning insights, and intent signals. EverString is backed by leading investors including Lightspeed Venture Partners, Sequoia Capital, and IDG Ventures.