

Proper Use of Data Fields Guide

Use Case	Fields to Use	Additional Validation	Notes/Resources
B2B Outbound Call	SKIPTRACE_B2B_WIRELESS SKIPTRACE_B2B_LANDLINE	For better accuracy use SKIPTRACE_B2B_MATCH_BY: COMPANY_ADDRESS - This ensures the online profile has the same address as offline.	Only use skip trace B2B fields, do not use online data fields for outbound calls.
B2B Cold Email	BUSINESS_EMAIL BUSINESS_EMAIL_VALIDATION_STATUS = Valid (esp)	You can use BUSINESS_EMAIL_LAST_SEEN and adjust date to be within 30 days to ensure accuracy	Validation signals means the email is real and active. Some email providers will require more validation. It's recommended to do another validation via third party ONLY on the valid esp emails.
B2C Outbound Call	SKIPTRACE_WIRELESS_NUMBERS SKIPTRACE_LANDLINE_NUMBERS DNC = N (or there is no Y)	For better accuracy on matches - you can adjust SKIPTRACE_MATCH_BY: NAME,ADDRESS - ensuring the address matches both the online and offline.	
B2C Outbound Email	PERSONAL_EMAIL PERSONAL_EMAIL_VALIDATION_STATUS = Valid (Esp)	You can use PERSONAL_EMAIL_LAST_SEEN and adjust date to be within 30 days to ensure accuracy	
Direct Mail	SKIPTRACE_ADDRESS	For better accuracy on matches - you can adjust SKIPTRACE_MATCH_BY: NAME,ADDRESS - ensuring the address matches both the online and offline.	
Facebook (Meta Ads)	(Sha256) (PERSONAL_EMAIL) (BUSINESS_EMAIL) (MOBILE_PHONE) (SKIPTRACE_WIRELESS_NUMBERS) (SKIPTRACE_LANDLINE_NUMBERS) First Name Last Name Gender Age State		
Google/Youtube Ads	SHA256_PERSONAL_EMAIL		
Programmatic Ads	SHA256_PERSONAL_EMAIL		

