



COMPLETE GUIDE TO BUYING B2B DATABASES

**MORE THAN
WORDS** **MARKETING**

How businesses can use databases to grow
marketing lists, generate leads and make more
sales.

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INTRODUCTION

To generate the greatest return on any marketing campaign, a quality marketing database is a prerequisite.

On all outbound marketing campaigns, lead quality is directly related to the quality of the data which produced that lead.

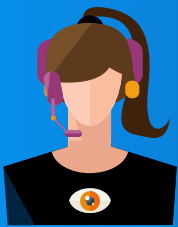
You will be aware yourself (or your sales staff will have made you aware) of the frustration in trying to create leads from poor quality data.

No matter how relevant or targeted your marketing is, it will fail if used with poor quality data. Never has the phrase "quality over quantity" been more applicable than it is in B2B data purchasing.

In this guide, More Than Words will explain the benefits of B2B data, what you should look for, and the questions to ask before making a purchase.

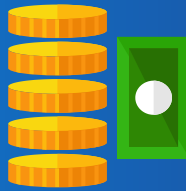
WHY ARE B2B MAILING LISTS ESSENTIAL?

B2B companies buy targeted mailing lists to use for email marketing, telemarketing and direct mail to generate leads, increase sales and create brand awareness.



Generates inbound enquiries

Emails sent to marketing databases you buy in are an easy way to generate leads and close sales because they can create immediate results.



Cost effective

A marketing list is usually purchased for a one off annual fee and can be used for telemarketing, email marketing and direct mail, thus making it a cost effective tool to increase sales and awareness.



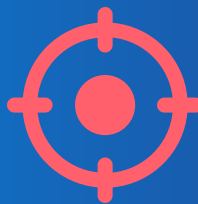
Measurable and allows you to test before sending

With a B2B mailing list, you can create personalised emails and test your messages before sending them out.



Increased sales and conversions

Using targeted mailing lists you can be certain of only contacting the prospects most likely to have a need for your product or service, ensuring a better return on your investment than if you were sending out entirely cold marketing messages.



Relevant marketing

The best B2B marketing databases are regularly updated and checked for relevance, so that businesses can contact the right prospect through the right contact details. This helps with targeting and segmenting your marketing campaigns, so that each message goes to its intended audience.

A/B testing of subject lines and headlines can help you to refine your campaign and work out which approach is the most effective.

Once you have sent an email you can measure its results via analytics software giving you an easy way of understanding how well you have performed.

BENEFITS OF BUYING A B2B MARKETING DATABASE

Why would you buy a targeted email list instead of just building your UK business database organically?

The data that you collect directly from customers when they subscribe to your email newsletter or leave their details for you on your apps and website is called first party data.

This is the most valuable tool at your disposal for marketing but it takes a long time to build a large-enough database to run profitable campaigns.

It makes sense to buy business mailing lists if you:



are a new business without any existing customers,



are looking to branch out into a new location or market, or



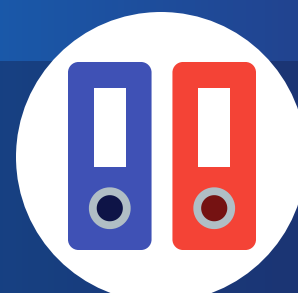
want to expand your business to a lot of people quickly.



Quickly expand into a new market

Changing locations, branching into new sectors, or targeting a wider audience is a big commitment, results are often required quickly to justify the time and money outlaid.

Save time and move more quickly into your chosen area by purchasing a B2B marketing database to increase customer enquires and close sales.



Fast data collection

It takes time to build a substantial marketing database and even longer to divide your list for successful marketing campaigns to specifically target audiences you want to sell to.

A bought-in targeted email database cuts the time it takes to build your list and start marketing from months to minutes.

HOW TO RECOGNISE A QUALITY DATABASE

Ensuring you purchase and use quality data has never been a bigger issue for UK businesses since the introduction of GDPR in 2018.

Although the UK is no longer a part of the European Union, GDPR legislation still applies in the UK and there is unlikely to be much (or any) deviation from the legislation any time soon.

To help you to ensure that the data you are being sold is of good quality, there are several factors you should take into consideration:

Completeness



How much of each data set is populated (filled in, as opposed to being left blank).

Uniqueness



Whether each data entry is unique or whether there are duplicate entries.

Timeliness



How relevant the data is based on the last time it was updated. A good quality database will be updated at least once every 12 months.

Validity



Whether the information you need is contained on the database – does the data provided match the description of the data?

Accuracy



Similar to validity, accuracy refers to whether the information given is correct or not, as opposed to whether it matches the description. A UK GP data set containing the names and contact details of dentists could be considered invalid, whilst a list of GPs containing phone numbers that no longer work would be inaccurate.

Consistency



The database should provide information in a consistent way that allows you to compare and analyse the information easily. Each data file should be in the same format, for example.

WHICH COMPANY SHOULD YOU BUY YOUR MARKETING DATABASE FROM?

Once you've spoken with the companies you're dealing with and you've explained which companies and organisations you wish to target, what should you look for on the quote they present you with?

Normally you'll get your quote from each supplier within 24 hours.

Database providers normally charge for data per 1,000 records – check the quote to see exactly what they're proposing to supply you with and to discover what rate you're paying.

Very few marketing database providers “sell” you the data outright – they normally sell you a licence to use it for a period of time and/or a number of campaigns.

When looking for a quality B2B marketing list, you should consider the following five factors before making your choice:

1

how much additional data is included on each data record

2

update cycles and accuracy guarantees

3

does the email marketing data comply with GDPR and PECR?

4

does the marketing representative sound like they know what they're talking about?

5

for the price they intend to charge you, does the cost seem right? – could they afford to compile data to the quality they're claiming by charging these prices?

HOW TO IDENTIFY BAD DATA

Inaccurate data is bad data

Inaccurate data is arguably the hardest deficiency to identify in any database.

When data is inaccurate, it usually looks exactly the same as accurate data would look like. For example, a mistyped phone number will have the same number of digits as an accurate number.

If there are lots of errors in one field, there is likely to be a problem with the entire database.

Names, addresses, phone numbers, and IDs also could be wrong and this will cause significant issues when conducting marketing campaigns.

Common problems include:

- names – a misspelled name could cause significant offense and it diminishes your company reputation because a recipient may believe that, if you make an error with their name, what other errors might you be making?
- emails – an incorrect email address will bounce. The higher the number of bounces, the lower the rates of opening and it could also potentially blacklist your IP or cause your service to be terminated with an email software platform.
- addresses – if an address isn't spelled correctly, any postal marketing you send is unlikely to reach its target. If there are enough errors in a postal marketing campaign, the cost can run into thousands and the opportunity cost of lost business may be even more expensive.

HOW TO IDENTIFY BAD DATA

Incomplete data is bad data

Sometimes, there may be “poor coverage” on a database.

There could be poor coverage on the line of business of the companies listed, the contact names, the email addresses, and so on.

This may cause serious issues as the companies which would be interested in your product or service would be missed from any search you run on the database.

The main problem this causes is the mismanagement of leads. These include:

- emailing the wrong potential customer – if a different director is responsible for purchasing the products or services you are trying to sell, emailing the wrong contact will mean that your mail is never seen by the decision maker you require.
- missing potential customers – Clients who haven't been picked up in the search will never hear about your product. If this is the case, customers who may actually be in the market right now will never be approached by your sales team.
- too generic – If you choose to email those who don't have a listed industry, for example, open rates may be very poor or, at the very worst, your emails may be labelled as spam because your message is generic or aimed at the wrong industry.

HOW TO IDENTIFY BAD DATA

Non-compliant data is bad data

Non-compliant data refers to data which doesn't follow the recently-introduced GDPR regulations.

Signed into law on 25 May 2018 by the European Parliament and still in force in post-Brexit Britain, the legislation is designed to give people much more control over their own personal data.

For data providers, the main issue is the poor filtering out of sole traders and partnerships from the data.

Although you might want to target them through email marketing, sole traders' and partners' email addresses are considered personal and not corporate.

This can cause a variety of problems, including:

- economic – large fines are imposed by the courts for GDPR breaches. Fines may be up to 20 million euros or 4% of a company's total global annual turnover whichever is higher. The fine actually levied is based on how serious the violation is so overuse of non-compliant data may be a very expensive mistake.
- reputational – If you don't comply with GDPR, your reputation with the businesses you are contacting will likely drop. A business will not want to work with you if you are using unethical and illegal methods in your email marketing.
- commercial – If you can't prove that the data you are using is fully compliant, there has been a lack of due diligence. This can cause issues down the line.

HOW TO IDENTIFY BAD DATA

Disorganised data is bad data

Disorganised data is data which has been poorly sorted when added to the database.

It is similar to inaccurate information except the inaccuracies are found in the actual categorisation of the data fields.

Disorganised data can cause significant issues throughout the email marketing experience:

- poorly labelled regional information – misclassification of region or country may lead to your company contacting prospects outside your desired areas. Likewise, companies which are inside your sales territory may not be contacted.
- irrelevant data – some datasets could include data that are not necessary for your purposes. This can result in confusion if a data list uses multiple ways to categorise industry.

QUESTIONS TO ASK WHEN BUYING B2B DATA LISTS



1

How often do you update your database?

Regularly updating data ensures the accuracy and therefore the relevance of the B2B marketing database to the buyer.

2

What is your deliverability rate on your database?

It is almost impossible to guarantee 100% deliverability from any mailing list, even those you build yourself.

Your provider should be able to offer a guarantee that the large majority of emails you send will reach their intended target.

3

Do I have to buy the entire list?

No and, for the most effective marketing campaigns, you shouldn't.

The foundation of More Than Words' service is helping businesses to build targeted mailing lists that they can use effectively to acquire leads and make sales. Look for providers that work with you to create targeted lists that suit your specific customers.

QUESTIONS TO ASK WHEN BUYING B2B DATA LISTS

4

How are your mailing lists targeted?

If you are purchasing a list it is important to find one that is highly-targeted.

A mailing list that features 500,000 entries for 'sales manager' might bring you one or two leads. But a mailing list that features 5,000 'sales managers at a mid-sized tech company in London' is likely to generate a far better response rate because your messages will be more relevant to those recipients.

5

How much do you charge for bespoke B2B data?

B2B database prices vary significantly.

Some providers require customers to purchase entire databases, meaning that businesses take on contact details they neither want nor require.

This often has negative effects on their email campaigns as their response rates drop due to campaigning to contacts that have no need for their product or service. The cost of a UK business email database really comes down to the value it offers to your business.

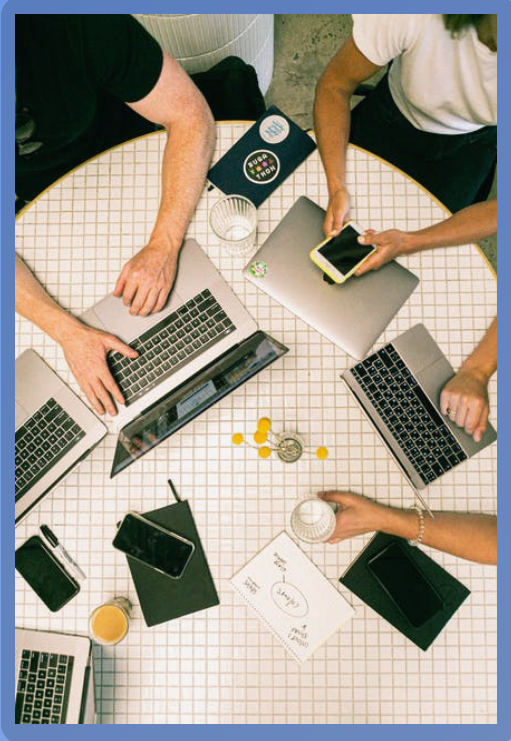
If you purchase a database on a 12 month license then the one-off cost is split across the months that you use it. The more you use it the cheaper it works out and the higher your return on investment.

6

Where do you get your data from?

Any data you use for marketing purposes must comply with DMA guidelines and GDPR rules. Any reputable data broker should be able to confirm that their information is in accordance with these regulations.

SELL TO THE COMPANIES AND DECISION-MAKERS YOU WANT IN THREE DIFFERENT WAYS



More Than Word's substantial, continuously-updated, and accurate UK business database offers you three ways to market your products and services to British companies.

Our core list of UK companies is amended and updated thousands of times a week as part of its ongoing and rolling maintenance program.

The quality of the data you use on your campaign makes a difference as does the targeted selection you make when choosing the records to use.

Get in touch with us and let us know more about your company, what you sell, and what benefits your products and services deliver to your clients.

Tell us how you want to market to them – by phone, by email, and/or by post. We'll use the information you provide us with to find the companies most likely to need your products and services from our extensive database within 24 hours.

Call us on 0330 010 8300 or email info@morethanwordsuk.co.uk

"Incredibly professional service.

Been a pleasure to work with to date, always available, always keen to help.

Highly recommend as a source of quality data and services to go with it!."

"We have worked with Clare for many years and always received the best service. They are honest, reliable and with excellent quality data. Certainly recommend them!"

"We have dealt with More Than Words for around 12 months now, nothing is too much to ask and Clare is always extremely helpful and knowledgeable providing us with what we need whenever we need it! Definitely the best on the market."



**Find out more.
Call 0330 010 8300**

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