

# Data enrichment with the Openprise RevOps Data Automation Cloud

Whether you want to maximize the impact of your Account Based Marketing (ABM) campaigns or improve sales prospecting, data enrichment is an essential part of the process. We've created a solution to help you find the best data providers and make the greatest use of your budget to reach your goals.

## Not all data enrichment vendors are the same

The market for B2B data has exploded over the past few years, and with it the number of data providers. So how do you know which one is right for your company?

We suggest you start with the most-used metric when comparing data vendors, which is the match rate—the percentage of accounts or contacts that the vendor can find and ingest with data. Vendor match rates can range anywhere from 20%-70%, depending on the types of data fields.

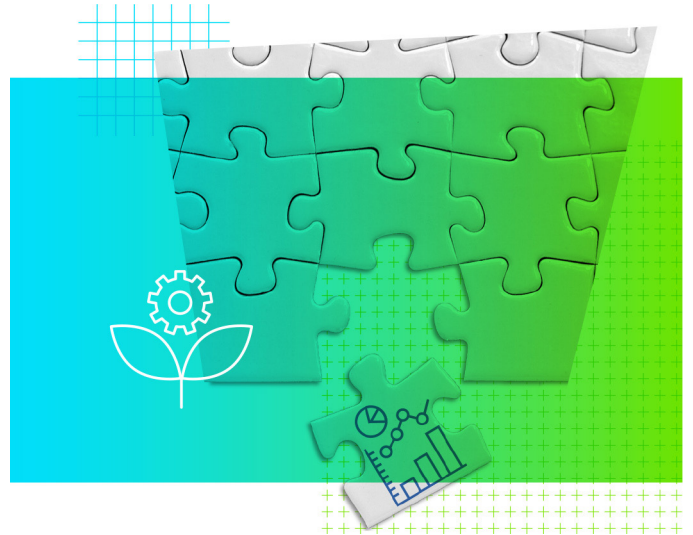
You'll also want to consider price, how often the data is updated, and compliance issues like adherence to GDPR rules and other harvesting and usage standards that your company must follow.

## Multi-vendor data strategy

There's no single data provider that's right for everyone. That's why we work with multiple data providers to create a solution to meet your data enrichment and contact needs. Whether you prioritize N.A, EMEA, or APAC contacts, technographic information, intent, or verification, we've got you covered. We assess the sources, do the analysis, then make sure your data is tracked and integrated into your GTM processes.

## Maximize your match rate with a data waterfall

The Openprise data enrichment solution offers a curated list of data vendors. We use a waterfall methodology with the multi-vendor approach: data providers are used in order, based on criteria like special signals, industry, and geography. This waterfall process results in higher match rates and better ROI.

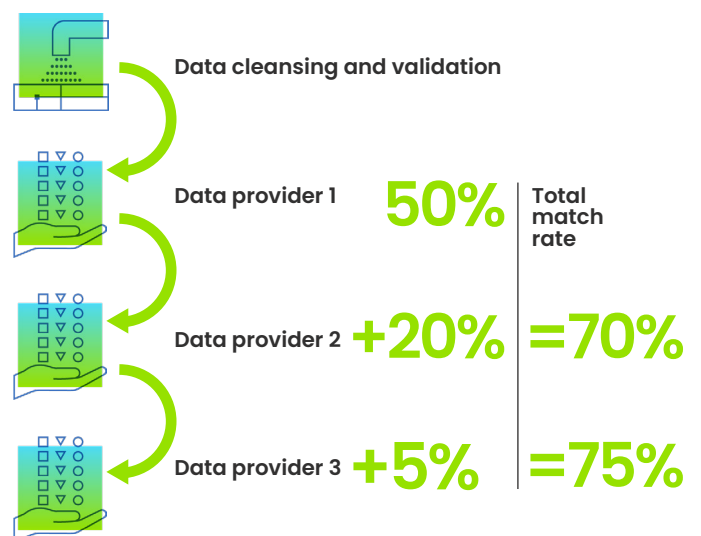


## Data quality, automation, testing and reporting included

Most data providers sell you data and that's the end of it. Our process is different. We offer data enrichment and then give you the tools to best use, track, and monetize your data purchases.

We also help prepare and automate data before enrichment, like data standardization, normalization, deduplication. Because Openprise performs these tasks outside of marketing and sales automation systems like Marketo and Salesforce, you can verify the data before you push it to these systems, significantly reducing your risk of importing bad data. You can also run different scenarios and evaluate them side-by-side. Openprise tracks all changes in an audit report.

## Multi-vendor waterfall approach



## The most complete, highest quality data. Period.

Openprise data scientists have access to data from all the leading providers along with the power of the Openprise RevOps Data Automation (RDA) Cloud. Using this, they quantitatively test match rates, quality, and coverage to identify the optimal data blend for RevOps enrichment users.

- Access data from all the leading providers, including Dun & Bradstreet, Oceanos, and many others.
- Deploy sophisticated Openprise cleansing and normalization algorithms to prepare your data first to ensure a higher match rate with any vendor’s data.
- Avoid black boxes. Openprise shares with you which providers are used in your processes.

## Data standardized to your requirements, not your data providers’

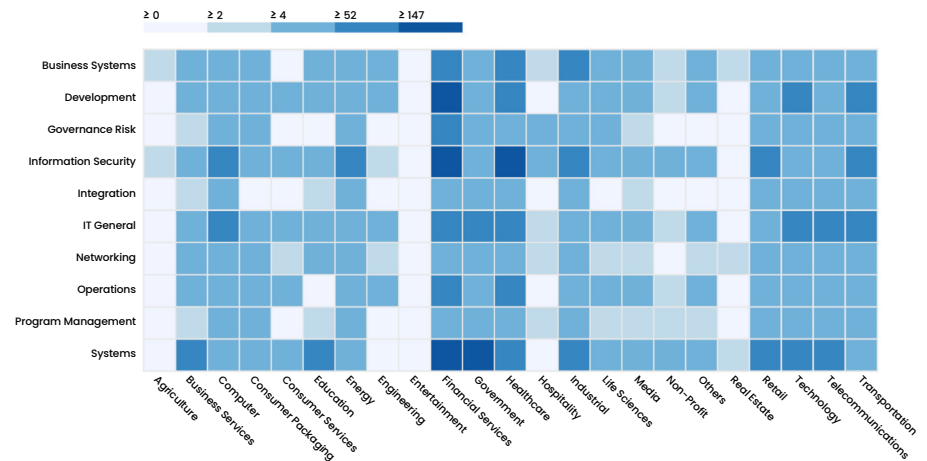
Because the Openprise Data Marketplace is tightly integrated with the Openprise RDA Cloud, all the data delivered to your

sales and marketing systems is standardized to your company’s unique requirements.

- Normalize all the key fields in your marketing and sales systems, whether they came from data providers or your platforms.
- Create custom field values for job function, job level, company size, and more to make segmentation easy.
- Define your own industry taxonomy.

“By starting with the cleansing and dedupe process, we saved money on enrichment data, and by using Openprise to orchestrate the process of pulling data from different providers, we made our limited budget go even farther since we only needed to buy records from some vendors when our primary sources couldn’t deliver a match.”

Sr. Data Administrator and Analyst,  
Armanino LLC



The Openprise Multi-Vendor Data Enrichment Service provides companies with a blend of third-party data to achieve a higher quality result than any one provider can deliver.

## The last word comes from our customers

**Armanino** is one of the top 25 largest independent accounting and business consulting firms in the US. The Armanino team knew that everything starts with clean data. So, before enriching the data, the team began by standardizing key fields, including establishing annual revenue ranges and employee count ranges, while also distilling more than 1,000 NAICS industry values to the 72 values that were relevant to the firm. The team also used Openprise to derive key contact fields, like job level and job function, based on job title.

**Vimeo** had a challenge converting more of its freemium users into paying customers. The team at Vimeo realized it could improve its conversion rates by which active users match their ICP, though the team did not have the right infrastructure in place to accomplish this task. Openprise successfully enriched and segmented user data, improved data quality, and increased enrichment match rate to 70%. Vimeo was able to create 8,000 new contacts within ICP accounts in a month, at a rate of adding 10-20 new contacts daily.

### About Openprise

Openprise is a leader in RevOps data automation, helping companies accelerate their funnel conversions and drive efficient revenue growth. We pioneered the first end-to-end, no-code RevOps Data Automation Cloud to enable even non-programmers to leverage customer data and automate processes, aligning marketing, sales, and customer success teams and their RevOps architecture to deliver on the promise of fast and efficient revenue growth. Revenue leaders from Clari, Zendesk, Zscaler, and Okta depend on us to increase conversions, accelerate funnel velocity, respond faster to changes in their market, and drive funnel transparency and predictable revenue. To learn more, visit [www.openprisetech.com](http://www.openprisetech.com) and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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