

BUSINESS-TO-BUSINESS DATABASE MARKETING

**ONLINE SOURCES
OF B-TO-B DATA:
A COMPARATIVE ANALYSIS,
2010 EDITION**

**BY BERNICE GROSSMAN & RUTH P. STEVENS
MARCH 2010**

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EXECUTIVE SUMMARY

An update to research on data sources published in 2009, this white paper evaluates the volume and accuracy of B-to-B marketing data provided by five suppliers. Like the 2009 results, data coverage and accuracy varied widely among vendors. Thus, we continue to urge marketers who order compiled data to ask very carefully about the compilation practices and policies of prospective vendors. We also strongly recommend that marketers conduct a pre-test of the data to assess its applicability to their particular marketing need.

Access to complete and accurate information about customers and prospects is more important than ever to business marketers. In the last year, much has happened in the world of B-to-B compiled data. Suppliers who compile business data via the Internet continue to grow their files, and develop new ways to package and present their information. But the traditional B-to-B data compilers have seen declining sales and considerable restructuring and consolidation during the economic downturn.

In light of these changes, we decided to conduct an update of our 2009 research about online sources of B-to-B data. We invited a variety of well-known and reputable vendors to answer a series of questions about their data and their business practices.

We would like to express our deep appreciation to the five vendors who agreed to participate:

- Demandbase
- D&B Selectory
- Infogroup
- Jigsaw
- NetProspex

THE SCOPE AND INTENT OF THE 2010 STUDY

We followed the same approach as last year in order to address the perennial questions that concern business marketers about data volume, completeness and accuracy. We asked the vendors to provide company counts in a selection of critical industry sectors, plus contact counts for specific companies, and complete records on individual business people.

We specified the same ten industries as in the 2009 study, and asked the vendors to tell us how many companies they had in each of the ten, as indicated by SIC. For the contact data, however, this year we selected a different set of well-known firms in each of the ten industries.

We also recruited ten new business people in a variety of industries and in various job categories to agree to serve as this year's guinea pigs. We are grateful to these brave souls for their generous support of this study.

INDIVIDUAL CONTACTS IN THE STUDY			
Industry	Name	Company	Title
Environment	Stephen Wallis	AIRxpert Systems	Chairman
Business Services	Deborah Sliz	Morgan Meguire LLC	President & CEO
Not-for-profit	Jim Siegel	HealthCare Chaplaincy	Director, Marketing and Communications
Education	Michael Devitt	City University of New York	Distinguished Professor, Philosophy Program
Transportation	Michael Cox	Aviacargo Inc.	President
Government-Administration	Marilyn Sescholtz	Department of Veterans Affairs	Psychiatrist
Retail	Bill Williams	Harry & David	CEO
Financial Services	Michael Christie	Christie/Coghlin Investment Management	Managing Partner
USPS	Cathrine E. Moriarty	USPS	Marketing Specialist
Technology	Dominic Dimascia	GSI Commerce	VP, Technology Delivery Services

This year, we asked only one qualitative question, asking the vendors to explain their competitive positioning in the marketplace.

THE POSITIONING STATEMENTS

Here is how the vendors described themselves in response to the following question:

Provide a statement of no more than 150 words that describes your online B-to-B data product/service, including how you are positioned, meaning your competitive differentiation. In short, this question is, "Who are you, and how are you different?"

Participating vendor	
Demandbase	Demandbase offers the only online database of business contact information that integrates the highest quality data from the industry's top sources (Jigsaw, InfoUSA, D&B, Harte-Hanks, LexisNexis, Hoovers, and dozens of others). More than 8 million business contact records with email have been pre-validated and can be searched online at www.demandbase.com using thousands of powerful filter combinations. A simple user interface, pay-as-you-go pricing, automated de-dupe, and closed-loop web monitoring technology to track responses has made Demandbase #1 for more than 30,000 sales and marketing professionals in just 2 years. Any marketing or sales professional looking for an easier way to target a market or prospect within a sales territory, should try

Participating vendor	
Demandbase con't	Demandbase. It is free to get started, there are no minimums, and complete business contact information can be added to Outlook, CRM, or any marketing automation system.
D&B® Selectory®	D&B® Selectory® helps sales and marketing professionals find new customers and grow their sales by building targeted lists, profiling existing customers and running direct marketing campaigns from their desktop. Selectory offers its users unlimited searching, viewing and printing of detailed, location-specific company and contact information. Selectory provides access to 23 million businesses — 16 million in the U.S. and Canada, and 7 million others world-wide. Selectory allows you to: build targeted lists using up to 40 search criteria, download information for campaigns or for importing into CRM applications, no need to deal with a list broker, build a list in minutes, pinpoint the best opportunities in your target market, lookup company and contact details before making the call, add tags or notes, and keep all your sales data in a single place.
Infogroup	<p>Infogroup is the leading provider of data driven and interactive resources for targeted sales, marketing and research solutions. Sales and marketing professionals know they can rely on Infogroup's flexible suite of solutions to add insight to every stage of the sales and marketing process and to achieve results. Infogroup offers comprehensive information through multiple solutions including:</p> <ol style="list-style-type: none"> 1) idExec, for online access to 2 million executive decision-makers at 900,000 public, private, non-profit, and government organizations in 172 countries. 2) OneSource®, a recognized leader in global business information services, delivering unparalleled company, executive and industry intelligence and content from over 2500 information sources. 3) Our signature US Business Database of 14 million US businesses. The US Business Database is phone verified and is not a derivative of another product or application. As a result, the coverage of the Infogroup US Business Database is intended to represent all active business sites.
Jigsaw	Jigsaw is the fastest growing data provider in the world, and the industry leader in Data as a Service (DaaS) and business information. Jigsaw uniquely leverages user-generated content contributed by its global business-to-business community of one million members, as well as world class data hygiene and validation technologies. Jigsaw is the only company in the Industry to use “Native App” sharing where users of CRM systems share data with Jigsaw and extend the reach of the Jigsaw community. Jigsaw gives individuals and companies access to contact information for millions of business professionals and profiles on millions of companies. In addition to delivering low-cost and easy access to high value business information, Jigsaw provides companies with cloud based data acquisition and management services. Jigsaw has won the CODiE award for Best Business Productivity Solution, a CRM Rising Star award, and salesforce.com customer's choice award for Best Sales Intelligence Tool of 2009.

NetProspex	<p>NetProspex is raising the standards of the online contact information industry by being the most accurate resource for business contact information. Business contacts are crowd-sourced from a community of users, and verified by proprietary technology before being published. Continual data scrubbing ensures maximum quality. With over 9 million verified contacts, NetProspex provides accurate contact information on difficult-to-find decision makers across North America.</p> <ol style="list-style-type: none">1. It's growing — new records added each day.2. It's verified — scrubbed by powerful proprietary CleneStep™ technology and backed by a 100% hard bounce replacement guarantee within 30 days.3. It's crowd-sourced, providing a deep reach into hard-to-find mid-management decision makers.4. It's integrated, designed to fuel companies large and small, available on the AppExchange, and perfect for fueling marketing automation and sales pipeline fulfillment.
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THE COMPANY COUNTS REPORTED

Here are the company counts in each of the ten industries reported by the vendors in response to the question, *State the number of U.S. firms you have on your file within each of these 10 SICs.*

	Demandbase	D&B® Selectory®	Infogroup	Jigsaw	NetProspex
32	Stone, clay and glass products	28,630	26,853	10,446	852
56	Apparel and accessory stores	203,663	228,194	19,766	1,200
28	Chemical and allied products	33,852	23,782	16,236	6,616
64	Insurance agents, brokers & services	221,917	267,784	30,760	11,030
73	Business services	2,434,988	894,833	297,986	63,039
81	Legal service	323,037	561,712	69,152	12,156
80	Health service	902,982	1,829,198	108,780	20,108
82	Educational service	232,129	288,577	73,196	16,242
35	Machinery, except electrical	94,318	105,875	53,852	9,737
48	Communications	119,848	114,099	59,168	5,978
	Do you code firms with NAICS?	no	yes, through an SIC to NAICS conversion file	yes	no

D&B Selectory reported counts on companies whose Primary SIC is as shown. Companies with Secondary SICs in the named categories are not included. About a third of all US companies on the D&B file use multiple name and address combinations for what is really the same company at the same address. However, D&B products neither count separately, nor deliner separately as prospects, multiple variations of the same company at the same address. Jigsaw uses its own "Jigsaw Industry Code," and overlays SIC from a third party source. In these counts, Jigsaw stated that they included both the "hard match SICs," as well as the mapping of SIC to JIC.

THE CONTACT COUNTS REPORTED

Here are the counts for contacts at each of ten well-known companies, in response to the question, *Provide the total number of contacts you have at each firm, U.S. only, including headquarters and all branch locations.*

	Demandbase	D & B® Selectory®	Infogroup	Jigsaw	NetProspex
Andersen Windows	416	104	121	11	36
Nordstroms	644	253	285	852	234
Monsanto	1,332	370	172	1,238	1,251
MetLife	6,250	1,196	1,318	7,088	879
Accenture	22,084	258	131	27,668	784
Baker & McKenzie	453	82	178	2,665	516
Methodist Hospital System	7	65	928	321	454
ETS (Educational Testing Service)	281	75	105	384	224
Dell	2,161	212	199	7,061	2,409
Verizon	5,583	6,066	1,687	11,544	3,586

COMPLETE CONTACTS BY COMPANY

Here are the figures on complete counts for each industry, in response to the question, *The number of "complete" contact records you have at each firm. Complete means including full name, address, title, phone and email.*

	Demandbase	D & B® Selectory®	Infogroup	Jigsaw	NetProspex
Andersen Windows	416	104	36	11	29
Nordstroms	644	253	232	852	228
Monsanto	1,332	370	145	1,238	1,081
MetLife	6,250	1,196	630	7,088	852
Accenture	22,084	258	119	27,668	69
Baker & McKenzie	453	82	160	2,665	491
Methodist Hospital System	7	65	396	321	450
ETS (Educational Testing Service)	281	75	33	384	220
Dell	2,161	212	188	7,061	2,379
Verizon	5,583	6,066	1,755	11,544	3,093

Selectory defines "complete" as meaning contacts having full name, title, address and phone, but not email. They also notes that some records may not have fax number.

Here are the records for our ten individual business people, in response to the following directions. *Please pull the record of each of these persons as it currently appears on your file. Submit the record in its entirety. Note: Please do not use any other data sources (e.g., tele-verification, or Internet search) to research these names. We have secured permission from these 10 people to include their data in*

this research, and we have told them they will not be contacted or researched in any way by the participating suppliers

Note: We requested that vendors provide a second address line, if appropriate, and also give us fax numbers. Very little information came back in these categories, so we have not reported them here.

THE CONTACT RECORDS REPORTED: STEPHEN WALLIS

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Stephen	Wallis	Chairman	AIRxpert Systems	1 John Wilson Lane	Lexington	MA	02421	781-862-4739	steve@airxpert.com
Participating Vendor										
Demandbase										
D&B Selectory	Stephen	Wallis	President	Airxpert Systems Inc	1 John Wilson Ln	Lexington	MA	02421-6032	781-862-4739	
Infogroup	STEPHEN	WALLIS	OWNER	AIRXPERT SYSTEMS INC	1 JOHN WILSON LN	LEXINGTON	MA	02421	781-862-4739	
Jigsaw	Stephen	Wallis	President	Airxpert Systems Inc.	1 John Wilson Ln	Lexington	MA	02421-6032	1.781.862.4739	s.wallis@airxpert.com
NetProspex	Stephen	Wallis	President	AIRxpert Systems, Inc.	1 John Wilson Ln.	Lexington	MA	02421-6032	781-862-4739	steve@airxpert.com

THE CONTACT RECORDS REPORTED: DEBORAH SLIZ

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Deborah	Sliz	President & CEO	Morgan Meguire LLC	1225 I Street, NW, Suite 1150	Washington	DC	20005	(202) 661-6192	dsliz@morgan-meguire.com
Participating Vendor										
Demandbase										
D&B Selectory										
Infogroup	DEBORAH	SLIZ	PRESIDENT	MORGAN MEGUIRE LLC	1225 I ST NW #1150	WASHINGTON	DC	20005	202-661-6180	DSLIZ@MORGAN-MEGUIRE.COM
Jigsaw	Deborah	Sliz	President	Morgan Meguire LLC	1225 I St NW, Ste 300	Washington	DC	20005-5955	1.202.661.6180	dsliz@morgan-meguire.com
NetProspex	Deborah	Sliz	President & CEO	Morgan Meguire LLC	1225 I Street, NW, Ste 300	Washington	DC	20005	202.661.6192	dsliz@morgan-meguire.com

THE CONTACT RECORDS REPORTED: JIM SIEGEL

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Jim	Seigel	Director, Marketing and Communications	HealthCare Chaplaincy	315 E. 62nd Street, 4th Fl	New York	NY	10065	212-644-1111 x141	jsiegel@health-carechaplaincy.org
Participating Vendor										
Demandbase	Jim	Seigel	Director Marketing & Communications	The HealthCare Chaplaincy Inc	307 E 60th St	New York	NY	10022	212 6441111	jsiegel@health-carechaplaincy.org
D&B Selectory										
Infogroup										
Jigsaw										
NetProspex										

THE CONTACT RECORDS REPORTED: MICHAEL DEVITT

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Michael	Devitt	Distinguished Professor at Philosophy Program	City University of New York	Graduate Center of CUNY, 365 5th Ave	New York	NY	10016	212-817-8620	MDevitt@gc.cuny.edu
Participating Vendor										
Demandbase										
D&B Selectory										
Infogroup										
Jigsaw										
NetProspex										

THE CONTACT RECORDS REPORTED: MICHAEL COX

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Michael	Cox	President	Aviacargo Inc.	304 Park Avenue South	New York	NY	10010	212-949-3139	mcox@aviacargo.com
Participating Vendor										
Demandbase										
D&B Selectory	Michael	Cox	President	Aviacargo	304 Park Ave S Fl 11	New York	NY	10010-4305		
Infogroup	MICHAEL J	COX	PRESIDENT	AVIA CARGO INC	304 PARK AVE S, STE 11	NEW YORK	NY	10010		MCOX@AVIACARGO.US
Jigsaw										
NetProspex	Michael	Cox	President, Sales and Customer Service	AVIA Cargo	304 Park Ave. South	New York	NY	10010	216-671-5500	mcox@aviacargo.us

THE CONTACT RECORDS REPORTED: MARILYN SESCHOLTZ

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Marilyn	Sescholtz	Psychiatrist	Department of Veterans Affairs	423 E.23rd Street	New York	NY	10010	212-686-7500 x4919	marilyn.sescholtz@va.gov
Participating Vendor										
Demandbase										
D&B Selectory										
Infogroup										
Jigsaw	Marilyn	Sescholtz	Psychiatrist	United States Department of Veterans Affairs	423 E 23rd St	New York	NY	10010-5011	1.212.951.5983	marilyn.sescholtz@va.gov
NetProspex										

THE CONTACT RECORDS REPORTED: BILL WILLIAMS

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Bill	Williams	CEO	Harry & David	2500 S. Pacific Hwy.	Medford	OR	97501-2675	541-864-2727	williams@HarryandDavid.com
Participating Vendor										
Demandbase										
D&B Selectory	William	Williams	President; Chief Executive Officer	Harry & David Holdings Inc	2500 S Pacific Hwy	Medford	OR	97501-8724	541-864-2362	
Infogroup	William H.	Williams	President & Chief Executive Officer	Harry & David	2500 S Pacific Hwy	Medford	OR	97501-8724	541-776-2121	wwilliams@bco.com
Jigsaw	William	Williams	Chief Executive-Officer	Harry and David	2500 S Pacific Hwy	Medford	OR	97501-8724	1.541.864.2121	wwilliams@harryanddavid.com
NetProspex	Bill H.	Williams	President, CEO, and Director	Harry & David	2500 S Pacific Hwy	Medford	OR	97501-8724	(541) 864-2362	williams@harryanddavid.com

THE CONTACT RECORDS REPORTED: MICHAEL CHRISTIE

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Michael	Christie	Managing Partner	Christie/Coghlin Investment Management	2 Landmark Square 2F	Stamford	CT	06901	(203) 504-2890	michael.christie@wachoviafnet.com
Participating Vendor										
Demandbase										
D&B Selectory										
Infogroup										
Jigsaw	Michael	Christie	Partner	Wachovia Securities	2 Stamford Plz	Stamford	CT	06901-3263	1.203.504.2890	michael.christie@wachoviafnet.com
NetProspex	Michael	Christie	Managing Partner	Christie/Coghlin Investment Management	2 Landmark Square	Stamford	CT	6901	203-504-2890	michael.christie@wachoviafnet.com

THE CONTACT RECORDS REPORTED: CATHRINE MORIARTY

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Cathrine	Moriarty	Marketing Specialist	USPS	475 L'Enfant Plaza SW	Washington	DC	20260-7540	202-268-7498	cathrine.e.moriarty@usps.gov
Participating Vendor										
Demandbase										
D&B Selectory										
Infogroup										
Jigsaw	Cat	Moriarty	Editor	United States Postal Service	475 L Enfant Plz Southwest	Washington	DC	20260-1805	1.202.268.2155	delivermag@usps.com
NetProspex										

THE CONTACT RECORDS REPORTED: DOMINIC DIMASCIA

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Dominic	Dimascia	VP, Technology Delivery Services	GSI Commerce	935 First Avenue	King of Prussia	PA	19406	(610) 491-7221	dimasciad@gsicommerce.com
Participating Vendor										
Demandbase										
D&B Selectory										
Infogroup										
Jigsaw	Dominic	Dimascia	Chief Information Officer	Genesis Direct	391 Robertts Rd	Oldsmar	FL	34677-4918	1.813.855.4274	ddimascia@gendirect.net
NetProspex										

Jigsaw classifies a record that has been reported as incorrect by a member of the Jigsaw Community as being in the "Graveyard." This usually means the contact has left the company. The Graveyard status can be changed once the report has been successfully Appealed or Updated. Jigsaw's record for Dominic Dimascia was classified as Graveyard.

OBSERVATIONS ABOUT THE DATA

We knew going into the 2010 study that much consolidation had taken place in the B-to-B data industry. So it came as no surprise that fewer firms participated in our study this year—five, down from ten. Last year, several divisions of both Infogroup and D&B participated. But this year, both of these firms chose to represent themselves with single reports. One firm from last year dropped out because it had divested its business lists division. Other companies, like ZoomInfo, declined to take the time to participate due to the press of business.

Overall, the results bring us to the same conclusion as last year: The business data available from vendors tends to be relatively accurate, but coverage is extremely spotty.

To be fair, this year we went further afield in selecting the ten businesspeople whose individual records would be requested from the vendors. We included such people as a psychiatrist from the VA, a marketing director at a non-profit, and a Washington lobbyist. All of these people are active buyers of business products and services, and thus of great interest to business marketers. But in many cases, the vendors had no records on them.

Another interesting angle in the data is the wide variance between vendors who build their files from the business level and those who build from the contact level. Jigsaw is an example of the latter, having begun as a business-card swap site. As such, compared to traditional compilers like Infogroup and D&B, Jigsaw has many contacts per company, but relatively fewer companies per industry.

Like last year, individuals with more senior titles tended to attract better coverage. Also like last year, we noticed that we could ask the same question of multiple vendors and get some very different answers, due to differences in interpretation and definition.

With regard to how the reported data has changed year on year, we can make a few observations:

- Inexplicably, some vendors reported vastly lower company counts in the same SICs in 2010 versus 2009.
- On the individual records, we assumed that vendors would provide us with direct phone numbers, but many provided only the general company number.

ADVICE TO BUSINESS MARKETERS ORDERING COMPILED DATA ONLINE

Our advice to marketers based on this year's data has changed little from last year. We urge caution when ordering data from compilers. Marketers should develop a detailed ordering methodology, to increase the likelihood that the data they receive is what they were seeking.

Our guidelines:

- Given the wide variances in data quantity and quality, it's essential that you investigate thoroughly the data sources and maintenance practices of the vendors you are considering.
- Specify exactly what you mean when ordering data. Also drill down in detail to understand what the vendor means. In this year's research, D&B Selectory and Jigsaw were working from a different definition of the term "complete" than ours. Not that either is right or wrong—but this can add to the confusion experienced by data buyers. As another example, when asking for phone number, be clear about whether you want the general switchboard or the contact's direct dial.
- Be very specific about industry selections. Find out if the vendor uses SIC, or some kind of conversion algorithm. You want to know exactly what you are getting.
- Keep an eye out for vendor specialization by industry. As we saw in this year's study, some individuals in some categories were not included in these large databases. So it's

essential for market coverage that you explore industry specialty files for both prospecting and data append purposes.

- Consider whether you want breadth of contacts or breadth of companies—or both. Data source will always be an important factor in determining which compiler is right for you in the area of contacts versus companies. To enhance coverage, many marketers find that buying data from multiple vendors is necessary.
- Only use reputable vendors. A number of unscrupulous firms have entered the market claiming they can get you any business names you want, but their data turns out to be stolen, inaccurate, or otherwise not usable.
- Conduct a comparative test before you buy. Here are three approaches you can try:
 1. Send each potential vendor a list of 5000 records from your house file and asking them to add data fields.

Include a few dozen records on which you know the “truth,” to assess accuracy of what comes back.

2. Order a sample of names from a prospective vendor as per above, and then verify the accuracy of sample records by telephone.
3. Give each prospective vendor a set of instructions using very narrow criteria like a certain employee size range and sales volume range in a certain state. Ask the vendors to sort the records in ZIP sequence, and give you the first 1000 records to look at. A high incidence of identical records among the vendors will be a strong indicator of likely accuracy.

We hope our research is useful to business marketers who are renting or buying data online. This information will serve as a guide as you conduct your due diligence.



BERNICE GROSSMAN is president of DMRS Group, Inc., a marketing database consultancy in New York City. She is past chair of the B-to-B Council of The DMA. Reach her at bgrossman@dmrsgroup.com



RUTH P. STEVENS consults on customer acquisition & retention, and teaches marketing to graduate students at Columbia Business School. She is the author of *The DMA Lead Generation Handbook*, and her new book is *Trade Show and Event Marketing*. Reach her at ruth@ruthstevens.com

This publication is part of a series entitled *Business-to-Business Database Marketing*, by Bernice Grossman and Ruth P. Stevens. Papers published to date include:

“Our Data is a Mess! How to Clean Up Your Marketing Database”
(October 2005)

“Keep it Clean: Address Standardization Data Maintenance for Business Marketers”
(February 2006)

“Outsourcing Your Marketing Database: A ‘Request for Information’ is the First Step”
(March 2006)

“Enhancing Your B-to-B Database with Data Append”
(November 2006)

“15 Thorny Data Problem That Vex B-to-B Marketers, and How to Solve Them”
(November 2006)

“What B-to-B Marketers are REALLY Doing with Their Databases”
(September 2007)

“Online Sources of B-to-B Data: A Comparative Analysis”
(January 2009)

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