

B2B CM data audit

Data sits at the heart of a company's sales and marketing success. Prospect, and customer, databases with errors and omissions, lead to ineffective planning, reduced conversion rates and increased marketing costs.

If you think your data is right, then you're probably wrong. B2B CM's data audit can save you many hours of wasted marketing activity, enhance your customer service and significantly improve your ability to reach sales targets by highlighting duplicate records, known errors and gaps in your database.

Our audit report delivers your data analysis in an easy to understand format, allowing you to quickly see where your data needs improving. An example report, based on real data provided to B2B CM, is below...

Database overview report for YOUR COMPANY

Total Database **500,000** **October 2011**



Database Overview	Population of database		Number of Records	%
	1	Blanks in Name Field	230,000	46.0%
		Blanks in Last Name Field	210,000	42.0%
		Position Blank/ Unusable	250,000	50.0%
		Email field blank	420,000	84.0%
		Duplicates at company level	300,000	60.0%

The Database supplied has a high volume of company level duplicates. There are 200,00 unique records (40%) and 190,000 have a telephone number. 6,000 of these records have no name, 5,000 have no last name.

Address	Indicates the quality of the addresses in your data. This tests against the Royal Mail's PAF file.		Number of Records	%
	2	Records postally correct before PAF cleansing	150,000	28.8%
		Records postally correct after PAF cleansing	370,000	69.5%

Telephone Numbers	Indicates the success of appending telephone numbers onto the names and addresses supplied.		Number of Records	%
	3	Records found with telephone number available from BT OSIS	310,000	62.0%
		Existing numbers on Telephone Preference Service (TPS)	15,000	3.0%
		Existing numbers on Corporate Telephone Preference Service (CTPS)	27,000	5.4%

Suppressions	Indicates how much of your file can be improved by using our various suppression files.		Number of Records	%
	4	Unnecessary duplicate records	320,000	64.0%
		Total Gone Away	20,000	4.0%
		Gone Away records that can be provided with a new address	13,500	2.7%

Verification	Indicates how much of your file can be verified by using our services		Number of Records	%
	5	Unusable/Salacious Records	210,000	42.0%
		Invalid Telephone Numbers	5,000	1.0%
		Invalid Email Addresses	420,000	84.0%

Costs for Suppression Screening	Population of database		Number of Records	Cost
	6	PAF Cleanse	370,000	EXAMPLE
		Telephone Append	310,000	EXAMPLE
		CTPS/ TPS existing numbers	42,000	EXAMPLE
		CTPS/ TPS new numbers (estimate of new non callable 35% of all numbers)	108,500	EXAMPLE
		Telephone Verification prior to calling	-	EXAMPLE
		Deduplicate at company level	-	EXAMPLE
	Remove unusable/ salacious records	-	EXAMPLE	
	Business Goneaway Flagging	20,000	EXAMPLE	
	TOTAL SUPPRESSION COSTS			EXAMPLE

Summary

The database is in need of some attention. To get it to a level of usability for marketing or telemarketing would require investment in data cleansing. This is recommended before undertaking any further sales or marketing campaigns.

There is also an opportunity to call the records with telephone numbers in order to pre-qualify them and generate the name of a contact within the target audience. This activity could be applied to the unique records with phone numbers (190,000 prior to TPS/CTPS).

The resulting dataset would be unique to YOUR COMPANY and would also allow for the generation of appointments. B2B CM would propose that we run a pilot trial against this data in order to evaluate the volumes of appointments the could be generated over a three month period.

- 1 An overview of your database. Describing omissions in the records supplied and highlighting where you need to obtain more information.
- 2 A test of your postal addresses against the Royal Mail's PAF file. Any known incorrect addresses will be identified.
- 3 The amount of telephone numbers that can be positively identified, using BT OSIS, and added to your records.
- 4 Suppression removes individual records that are known to be uncontactable. This improves ROI when telemarketing.
- 5 Demonstrates how many database records B2B CM can be improved through verification.
- 6 Summing up of the total records B2B CM can suppress and improve, and the cost to the client of doing so.

In this example, based on real data, B2B CM found 60% the prospect database included duplicate information, and 43% of the data could be improved, or removed, by B2B CM prior to any marketing activity.

To improve the quality of your data, call B2B CM on 0845 345 0545