

The Power of Direct:
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B-to-B Data Sources

Comparative Analysis of Compiled and Response Databases



← Ruth P. Stevens

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The purpose of our research

To assess the **quality** of the B-to-B compiled and response data available to business marketers.

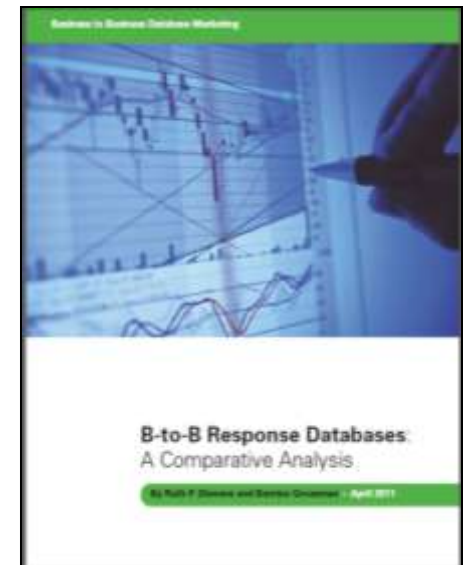
Quality as defined by:

1. Completeness
2. Accuracy

Both studies are
downloadable at
ruthstevens.com and
dmrsgroup.com



2010 Compiled data study



2011 Response data study

Participating vendors: *Thank you!*

2010 compiled study

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

2011 response study

- Infogroup
- Mardev DM2
- Worldata

Methodology: **Completeness (A)**

- Chose 10 industries (SICs) of interest to business marketers.

32	Stone, clay and glass products
56	Apparel and accessory stores
28	Chemical and allied products
64	Insurance agents, brokers & services
73	Business services
81	Legal service
80	Health services
82	Educational service
35	Machinery, except electrical
48	Communications

- Asked vendors to report the number of companies they have in each SIC.

2010 Compiled: Company counts

	Demandbase	D&B [®] Selectory [®]	Infogroup	Jig-saw	NetProsper
32 Stone, clay and glass products	4,114	28,630	26,853	10,446	852
56 Apparel and accessory stores	3,662	203,663	228,194	19,766	1,200
28 Chemical and allied products	5,861	33,852	23,782	16,236	6,616
64 Insurance agents, brokers & services	8,804	221,917	267,784	30,760	11,080
73 Business services	44,471	2,434,988	894,833	297,986	63,039
81 Legal service	26,346	323,037	561,712	69,132	12,156
80 Health service	48,158	902,982	1,829,198	108,780	20,108
82 Educational service	24,350	232,129	288,577	73,196	16,242
35 Machinery, except electrical	15,754	94,318	105,875	53,852	9,737
48 Communications	6,072	119,848	114,099	59,168	5,978
Do you code firms with NAICS?	no	yes	yes, through an SIC to NAICS conversion file	yes	no

2011 Response: Company counts

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.

	Infogroup	Mardev-DM2	Worldata
32 Stone, clay and glass products	43,318	82,416	20,571
56 Apparel and accessory stores	297,473	15,319	18,137
28 Chemical and allied products	54,807	224,308	62,210
64 Insurance agents, brokers & services	365,758	1,082,065	72,267
73 Business services	3,190,830	894,257	84,703
81 Legal service	546,267	892,825	123,712
80 Health services	2,059,979	329,153	1,315,999
82 Educational service	524,256	450,560	657,129
35 Machinery, except electrical	152,375	405,674	206,547
48 Communications	203,792	173,422	192,266
Do you code firms with NAICS? (Y/N)	Y	Y	Y

Methodology: Completeness (B)

Chose 10 prominent companies, one in each SIC.

Asked vendors to supply **contact counts**.

1. All contacts

- *Provide the total number of contacts you have at each firm, U.S. only, including headquarters and all branch locations.*

2. Complete contacts

- *The number of “complete” contact records you have at each firm. Complete means including **full name, address, title, phone and email**.*

Companies

Andersen Windows
Nordstrom
Monsanto
MetLife
Accenture
Baker & McKenzie
Methodist Hospital
System
ETS (Educational
Testing Service)
Dell
Verizon

2010 Contact counts, by company

	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

2010 Response: Contact counts

	Infogroup	Mardev-DM2	Worldata
Andersen Windows	330	107	0
Nordstroms	349	5	531
Monsanto	6,527	1,679	1,288
MetLife	12,073	11,625	1,722
Accenture	34,355	6,803	472
Baker & McKenzie	2,128	1,082	320
Methodist Hospital System	1,010	767	201
ETS (Educational Testing Service)	2,333	515	89
Dell	7,060	8,872	1,446
Verizon	30,684	18,353	2,938

2010 Complete contact counts

	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 missing contacts having full name, title, address and phone, but not email. They also notes that some records may not have a fax number.

2011 Complete contact counts

	Infogroup	Mardev-DM2	Worldata
Andersen Windows	158	41	0
Nordstroms	284	2	331
Monsanto	340	880	988
MetLife	1,468	1,965	1,472
Accenture	5,660	1,048	302
Baker & McKenzie	1,779	430	237
Methodist Hospital System	321	224	176
ETS (Educational Testing Service)	318	213	66
Dell	852	2,991	1,099
Verizon	1,937	3,881	2,019

Methodology: **Accuracy**

- Recruited 10 volunteer business people from different industries.
- Asked vendors to submit the records they have on these 10 contacts.

2010 volunteers: *Thank you!*

Industry	Name	Company	Title
Environment	Stephen A. 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

2011 volunteers: *Thank you!*

Industry	Name	Company	Title
Retail	Susan Sachatello	Lands' End	Chief Marketing Officer
Technology	Theresa Kushner	Cisco Systems	Director, Customer Intelligence
Not-for-profit	Jim Siegel	HealthCare Chaplaincy	Director, Marketing and Communications
Optical equipment	Stan Oskiera	Edmund Optics, Inc.	Vice President, Operations
Publishing	Michael S. Hyatt	Thomas Nelson	President and Chief Executive Officer
Legal services	John E. Tobin, Jr.	New Hampshire Legal Assistance	Executive Director
Healthcare	Brian A. Nester	Lehigh Valley Health Network	Senior Vice President, Physician Hospital Network Development
Education	Russell Winer	New York University Stern School of Business	William Joyce Professor of Marketing; Chair, Department of Marketing
Tech services	Dale Mesnick	Smart Solutions, Inc.	Treasurer
Industrial	Bill Bullock	Turbosteam	General Manager

Compiled study, 2010

Founder and chair of small tech firm

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	stew@airxpet.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	AIRXPRT 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@airxpet.com
NetProspec	Stephen	Wallis	President	AIRxpert Systems, Inc.	1 John Wilson Ln.	Lexington	MA	02421-6032	781-862-4739	stew@airxpet.com

Compiled study, 2010

Head of Washington lobbying firm

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										
Demand base										
D&B Selector										
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	20005-5995	1.202.661.6180	dsliz@morgan-meguire.com
NetProspect	Deborah	Sliz	President & CEO	Mogan Meguire LLC	1225 I Street NW, Ste 300	Washington	DC	20005	202.661.6192	dsliz@morgan-meguire.com

Compiled study, 2010

Marcom director at a NY charity

THE CONTACT RECORDS REPORTED: JIM SIEGEL

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Jim	Siegel	Director, Marketing and Communications	HealthCare Chaplaincy	315 E. 62nd Street, 4th Fl	New York	NY	10065	212-694-1111 x141	jsiegel@health-carechaplaincy.org
Participating Vendor										
Demandbase	Jim	Siegel	Director Marketing & Communications	The HealthCare Chaplaincy Inc	307 E. 60th St	New York	NY	10022	212 6941111	jsiegel@health-carechaplaincy.org
D&B Secretary										
Infogroup										
Jigsaw										
NetProspect										

Compiled study, 2010

CEO at Harry & David

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 Selector	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@lco.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
NetProspect	Bill H.	Williams	President, CEO, and Director	Harry & David	2500 S Pacific Hwy	Medford	OR	97501-8724	(541) 864-2362	williams@harryanddavid.com

Response study, 2011

CMO at Lands' End

Contact: Susan Sachatello

	Correct data	Infogroup	Mardev-DM2	Worldata
First name	Susan	Susan	SUSAN	
Last name	Sachatello	Sachatello	SACHATELLO	
Title	Chief Marketing Officer	Senior Vice President Marketing	SR VICE PRESIDENT MARKETING	
Company	Lands' End	Lands' End, Inc.	LANDS' END, INC.	
Address 1	5 Lands' End Lane	1 Lands End Ln	LANDS END LN	
Address 2				
City	Dodgeville	Dodgeville	DODGEVILLE	
State	WI	WI	WI	
Zip	53595	53595	53595-0001	
Office phone	608-935-4169	608-935-9341	608 935 9341	
Email	susan.sachatello@andsend.com	susan.sachatello@landsend.com	SUSAN.SACHATELLO@LANDSEND.COM	

Response study, 2011

Marcom director at a NY charity

Contact: Jim Siegel

	Correct data	Infogroup	Mardev-DM2	Worldata
First name	Jim	Jim		JIM
Last name	Siegel	Siegel		SIEGEL
Title	Director, Marketing and Communications	Director Marketing & Communication		DIRECTOR OF MARKETING AND COMMUNICATIONS
Company	Healthcare Chaplaincy	The Healthcare Chaplaincy Inc.		THE HEALTHCARE CHAPLAINCY INC
Address 1	315 East 62nd Street	315 E 62nd St FL 4		307 EAST 60TH STREET
Address 2	4th Floor			
City	New York	New York		NEW YORK
State	NY	NY		NY
Zip	10065-7767	10065		10022-1505
Office Phone	212-644-1111 x141	212-644-1111		212-644-1111 ext. 141
Email	jsiegel@healthcarechaplancy.org	jsiegel@healthcarechaplancy.org		jsiegel@healthcarechaplancy.org

Response study, 2011

CEO at major book publisher

Contact: Michael S. Hyatt

	Correct data	Infogroup	Mardev-DM2	Worldata
First name	Michael S.	Michael S	MICHAEL	MICHAEL
Last name	Hyatt	Hyatt	HYATT	HYATT
Title	President and Chief Executive Officer	President, Chief Executive Officer	CHIEF INFORMATION OFFICER	PRESIDENT AND CHIEF EXECUTIVE OFFICER
Company	Thomas Nelson	Thomas Nelson Inc	THOMAS NELSON, INC.	THOMAS NELSON INC.
Address 1	P.O. Box 141000	501 Nelson Pl	141000 PO BOX	501 NELSON PL
Address 2		PO Box 141000	501 NELSON PL	NASHVILLE
City	Nashville	Nashville	NASHVILLE	NASHVILLE
State	TN	TN	TN	TN
Zip	37214	37214	37214-3600	37214-3600
Office Phone	615.902.1100	615-889-9000	615 889 9000	615-902-1100
Email	mhyatt@thomasnelson.com	mhyatt@thomasnelson.com		MHYATT@THOMASNELSON.COM

Response study, 2011

Finance chief at systems integrator

Contact: Dale Mesnick

	Correct data	Infogroup	Mardev-DM2	Worldata
First name	Dale	Dale	DALE	DALE
Last name	Mesnick	Mesnick	MESNICK	MESNICK
Title	Treasurer	Senior Manager; Finance Executive	VICE PRESIDENT	TREASURER
Company	Smart Solutions, Inc.	Smart Solutions, Inc.	SMART SOLUTIONS INC	SMART SOLUTIONS INC
Address1	23900 Mercantile Road	23900 Mercantile Rd	23900 MERCANTILE RD	23900 MERCANTILE RD
Address2				
City	Cleveland	Cleveland	CLEVELAND	CLEVELAND
State	OH	OH	OH	OH
ZIP	44132	44122	44122-5910	44122-5910
Office phone	(216) 765-1122, ext. 8227	216-765-1122	216 765 1122	2167651122
Email	dmesnick@smartsolutionsonline.com	dmesnick@smartsolutionsonline.com		dmesnick@smartsolutionsonline.com

Conclusions

- Data coverage and accuracy varies widely among vendors.
- Marketers who order compiled or response data should ask very carefully about the prospective vendor's sourcing practices and policies.
- Marketers should conduct a pre-test of the data to assess its applicability to their particular situation.

Guidelines for marketers

- 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.
- Be very specific about industry selections. Find out if the vendor uses SIC, or some kind of conversion algorithm.
- Keep an eye out for vendor specialization by industry.
- Consider whether you want breadth of contacts or breadth of companies—or both. Data source will always be an important factor in this determining which compiler is right for you. To enhance coverage, many marketers find that buying data from multiple vendors is necessary.
- Only use reputable vendors.

Pre-test methods

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. Order 5,000 records from a single state, from multiple vendors. Ask the vendors to deliver the file in ZIP sequence. Examine them. A high incidence of identical records among the vendors will be a strong indicator of likely accuracy.

Questions?

The complete studies are available at

www.ruthstevens.com

www.dmrsgroup.com



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bgrossman@dmrsgroup.com



Thank You!

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Relevance. Responsibility. Results.

DMA 
Direct Marketing Association