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3 REASONS WHY NOW IS THE TIME TO INVEST IN DATA

By investing in data lists, businesses can efficiently target the right decision makers whilst retaining their budget. Here's 3 surefire reasons why you should invest...



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Amazingly some B2B marketers still think investing in marketing data lists is not for them. The lack of budget and resources that most marketing directors have to deal with means spending on data is not seen as a necessity. In fact, having good marketing lists is a fundamental need for any marketing department to achieve its goals. Without good data to send your great looking campaigns to, they're not going to perform the way you want them to.

<u>Other reasons cited</u> for not buying marketing data lists include:

- **The quality of the data** - many perceive it will be poor and out-of-date, but it won't be if you use a good provider who can demonstrate how the lists are compiled and maintained and give you guarantees.
- **It only comes with partial profiles** - only you can decide whether data will be valuable to your team, but by giving the list provider the profile information and defined criteria that you want to target, a reputable supplier will come back with a list that does just that.

Instead of thinking about the reasons not to buy it, let's look at the benefits you can get if you do:



REASON #1



REASON #2



REASON #3

WHY NOW IS THE TIME TO INVEST IN DATA



REASON #1 - YOU CAN GET A CLEAN, UP-TO-DATE LIST OF PROSPECTS THAT CLOSELY MATCH YOUR CHOSEN CRITERIA

Benefit: The response rate you get from targeting your chosen sector with tailored messages will be a huge improvement on the results you got from your old, tired list filled with gone-aways and false information. The Data Agency's Business Suppression File puts the annual decay rate of B2B data at a shocking **35%**. So investing in a new targeted data list means you can improve your marketing results.





REASON #2 - YOU CAN ENSURE THAT YOUR MARKETING BUDGET IS BEING SPENT ON COMMUNICATING TO THE RIGHT PEOPLE AT THE RIGHT TIME.

Benefit: Instead of losing potential revenue through poor quality data, you can improve revenue generation from all marketing activities. Once you have a clean, up-to-date list, then making ongoing maintenance a high priority for your marketing team will ensure that you don't just get great results the first time around, but every time.

This is especially important when you consider that the average click through rate for UK SME email marketing campaigns was **3.16%**. If you've got a list with mostly out-of-date data in it then the number of responses your **3.16%** equates to is going to be much lower than the business who's invested time and budget in getting good data.





REASON #3 - YOU CAN BE CONFIDENT IN THE FACT THAT THE DATA YOU'LL BE USING IS FULLY COMPLIANT AND DOESN'T INCLUDE ANY POTENTIALLY RISKY PROSPECTS.

Benefit: By buying marketing lists from a reputable supplier you remove the need to worry about the legal complexities of email marketing, direct marketing and telemarketing. You'll only have to provide unsubscribe options rather than going through the opt-in process.



WHAT TO DO NEXT

Now that you've seen the value of investing in data, follow this checklist to make sure that you get the right marketing list from the right provider that really can turn your marketing results around.

- Read the Guide to B2B Email Marketing Part Two: A guide to buying email data - although this has an email focus, the tips it has for what you should be looking for in a marketing list provider and the questions you need to ask apply for however you'll be using the data. **They include:**

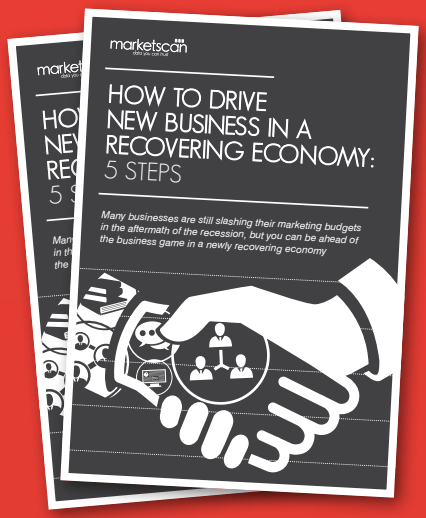


Where do they source their data from?



How often is the data verified and how?

- **Choose your provider based on their answers to these questions,** bearing in mind that reputable providers will be providing data from the UK's top databases.
- **Provide them with details of your target markets** to ensure they have as much information as possible to create your bespoke list.
- **Update your internal systems with your new contacts** then use it for your email, telemarketing and direct mail campaigns and watch your results transform.
- **Increase revenue generation from all marketing activities,** make the business more profitable and enjoy the kudos that having an up-to-date marketing list can bring.



For more ways to grow your business read our eGuide:

HOW TO DRIVE NEW BUSINESS IN A RECOVERING ECONOMY

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