Save Your Marketing by Fixing Bad Data, First



INTEGRATE Where Business Starts

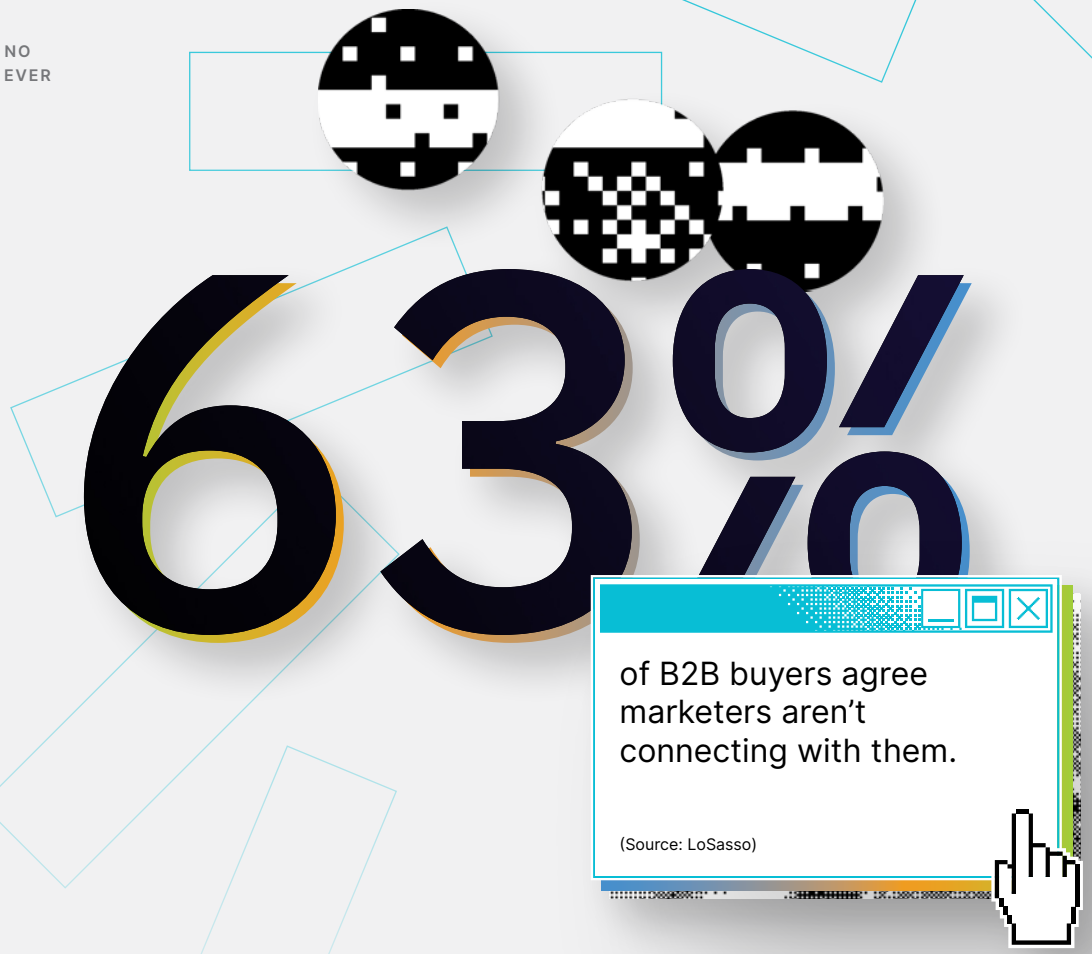
We Have One Job – And We're Getting It Wrong

B2B revenue marketers have one essential job: reach the right buyer at the right time with the right message. But we're getting it wrong because this is happening less than half of the time.

Extrapolate this across today's B2B buying groups, which Gartner says consist of six-to-ten decision makers, and we're not even close to making headway on a seamless buyer's journey. No wonder B2B marketers say converting top of funnel leads is their biggest challenge. The reality is shockingly clear – we're not connecting with our buyers.

I just love relying on bad data to drive pipeline.

SAID NO
CMO EVER



The Consequences Are Cringeworthy And Costly

When marketers get it wrong, it hurts. Today, B2B buyers want personalized, meaningful interactions with vendors across their preferred channels, but that's not happening. Instead, they've become the unfortunate recipients of intrusive sales calls, irrelevant display ads, spammy LinkedIn requests, and are relentlessly bombard by unsolicited emails. We're alienating buyers because our interactions with them are fragmented, disingenuous, and downright cringeworthy.

It's clear we're missing the mark in a big way. With B2B buyers behaving more like consumers, they have incredibly low tolerance for irrelevant outreaches and poor digital interactions. Consequently, marketers aren't driving conversations; we're driving disconnection, and it's costing us millions.



I just love blowing the marketing budget with bad data.

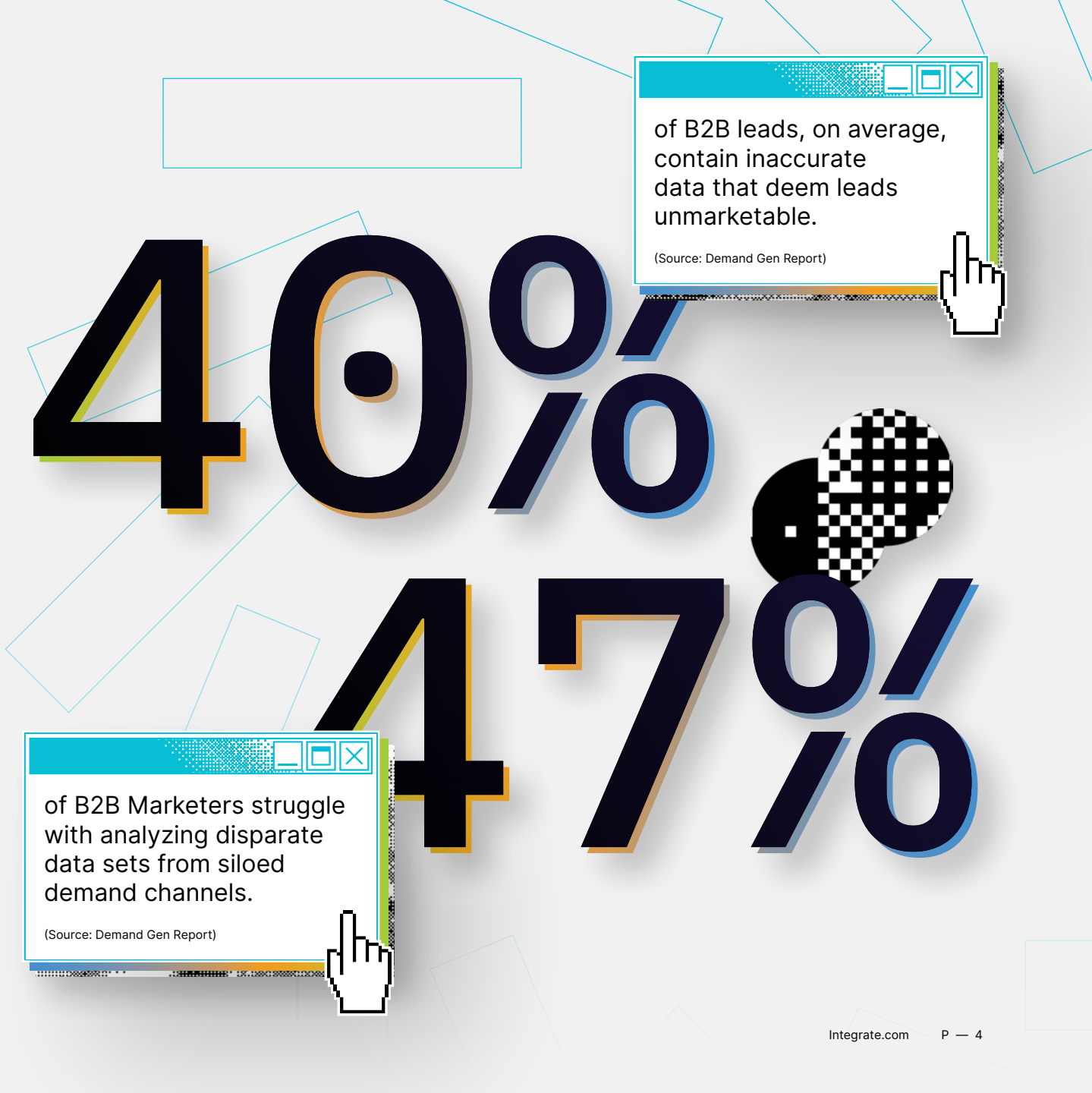
SAID NO DEMAND GEN LEADER EVER

It's Not You
It's Your Data

At the root of this problem is data – inconsistent, unmanaged, and invalid buyer and account data generated from ad hoc demand programs and siloed channels that seep into our marketing automation, customer relationship, and customer data platforms. This infusion of bad data wreaks havoc on our ability to precisely target ready buyers, chokes our ABM strategies, and creates serious obstacles for orchestrating the quality experiences Forrester says today's B2B buyers demand.

It's no surprise marketers are struggling to convert demand when large chunks of their data are completely unmarketable. Poor data quality hinders actionable outreach, slows conversion rates, gobbles up demand budgets, kills the customer experience, and leaves you at greater risk of losing ready buyers to competitors.

The success of our marketing campaigns completely rests on the health of our data. Getting data right is the crucial, first step for activating intelligent buyer and account journeys that accelerate the conversion of top of funnel leads to qualified pipeline, and ultimately to revenue.



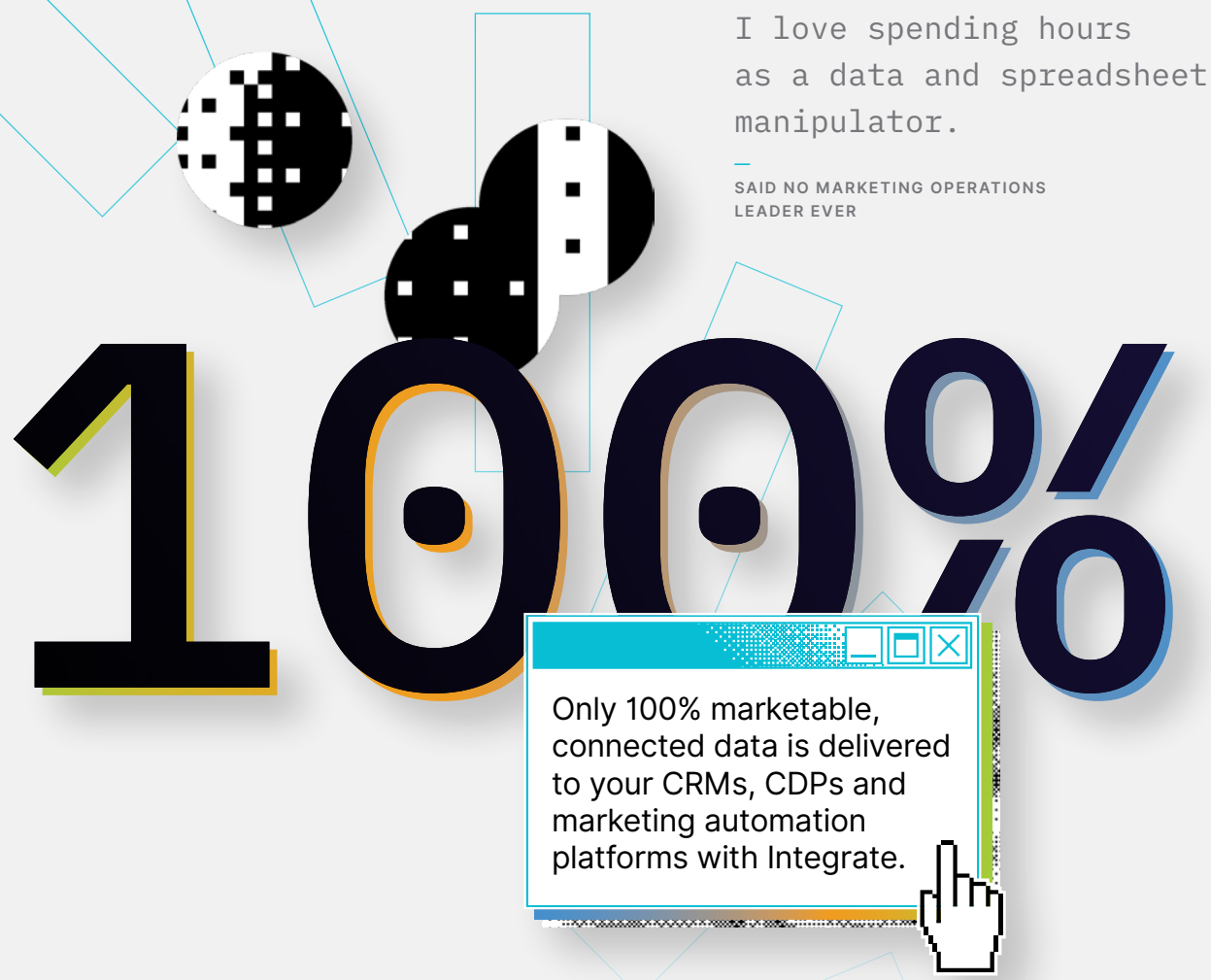
Connected Data Solves Everything

Only through marketable, connected data can B2B marketers systematically find the right buyer, in the right place, at the right time, and then drive the meaningful experiences today's buyers crave, and doing so at scale, across every demand channel.

Integrate's Demand Acceleration Platform (DAP) is the nerve-center marketers need to make that happen. The DAP is a scalable, automated solution that lets marketers connect their demand channels, specify what data matters most, and then deliver only highly qualified leads to their downstream systems.

I love spending hours as a data and spreadsheet manipulator.

SAID NO MARKETING OPERATIONS LEADER EVER



Getting your data right is essential. First and foremost, if we do not address lead data accuracy and completeness upfront, we cannot deliver the personalized follow up and experience our prospects and customers expect. Secondly, it is critical to build and keep trust with our sales partners.



Luis Marini
Senior Manager, Marketing Automation at Commvault

Integrate centralizes your data, channels and tech into one powerful demand cloud.



Driving intelligent buyer and account journeys starts with Integrate's Demand Acceleration Platform – a scalable foundation at the heart of your demand cloud. With the Demand Acceleration Platform, B2B marketing and demand generation teams can ensure they have the right data to power nurture and lead programs to reach the right buyer at the right time and in the right channels.

Customers such as Avalara, Rackspace, Box, and Iron Mountain were able to increase lead acceptance rates, save thousands of wasted media dollars, and significantly cut the lead follow-up time, ensuring their sales teams quickly connected with interested buyers.

Requests@Integrate.com
866.478.0326

Integrate.com

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Integrate, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

© 2020 Integrate, Inc. All rights reserved.