

At a Glance

20 Questions to ask when buying B2B data

With numerous B2B data providers in the marketplace how do you choose? Here's some questions to ask which will help you tell the bad from the good and determine the most appropriate supplier for the needs of your business.

01 What type of data do you want? eg, email, postal, telephone or multichannel

02 Do you need data from multiple countries/regions?

03 Can you choose the contacts you get based on industry, firm size, geographic location?



Top Tip!

Look for a B2B data provider that lets you build a contact profile with industry, firmographic information.

04 Does it have job roles and are the job roles granular enough?

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How does the B2B data provider gather and verify their data, and does this result in effective data?

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Is the database fully informed?



What does opt-in mean?

Legislation requires B2B data providers to inform their data subjects regarding how their information will be used and who it will be used by. Ensure you check your provider processes regarding this.

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Does the B2B data provider own the data?



Why is this important?

Some providers are merely data aggregators, or they buy their data from third party external sources. This means they cannot guarantee accuracy and can have a negative impact on data quality and compliance.

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How often is the data updated by the B2B data provider?



Potential Issues of using Out-of-Date Data:

- Typically, 50% of contacts are missed due to poor data quality.
- On average 560 hours of sales hours are lost by departments using bad data.
- Bad data costs companies an estimated 30% or more of their revenue.

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Is the data compliant and ready to use? Or do you need to make it compliant first?



Potential Issues of using Non-Compliant Data:

- Your business reputation could be damaged.
- You could break the law and risk substantial fines for breaching GDPR regulations.
- You won't achieve the optimum results from your campaigns.

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Is the data provider registered with the ICO?



What is the ICO?

All UK data providers are obligated to register with the ICO and to collect data both fairly and lawfully. You can search on the ICO website to check.

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For UK only, are telephone numbers suppressed against the TPS and CTPS and how often does this happen?



What are the TPS and CTPS?

The Telephone Preference Service (TPS) and Corporate Telephone Preference Service (CTPS) are opt-out registers that cover consumers and businesses. Anyone who doesn't want to be targeted over the phone can leave their details on these registers to avoid receiving cold calls.

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Does the data cover your target audience?

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Does the data come with the correct fields to enable you to segment it correctly?

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Can you have data samples or live access to their database?



Top Tip!

Ask for information on a specific target account you know well.

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Does the B2B data provider offer a free trial?



Top Tip!

Try to get a free trial that offers unrestricted access to the data and if possible the option to use that data in live campaigns during the trial period. Any vendor who offers a free trial on this basis is confident that you will want to buy after you try, which is an extremely positive sign.

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How much does it cost? Is there a minimum quantity or time commitment?

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Do they offer a guarantee on data quality, accuracy and compliance?

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Is the B2B data provider an established and reputable company?



What to look for?

- A well-designed company website
- Transparent and easy-to-find contact information
- Client case studies
- Access to existing clients
- Current online reviews

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Does the B2B data provider pass on any opt outs they receive for contacts they have provided you.

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Does the data provider offer a bespoke service to your specific data needs?