



B2B DATA PROVIDERS COMPARISON

How do we stack up?

When choosing a data provider, it's important to understand their processes and the work that goes on behind the scenes to harvest legal, compliant and effective data.

B2B Data Providers Comparison

Are they compliant? How do they gather their data, and does this result in effective data? Are there any red flags that should concern you?

We've looked at some of our individual competitors in more detail so that you can make an informed choice.

The Data



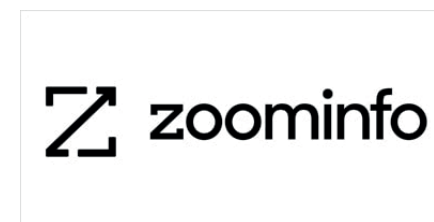
- We own all our own data. We're not aggregators and we buy no data from external sources.
- Our research team is full-time employed by us and UK-based. All researchers are native speakers.



- Collected from 125 data sources.
 - LinkedIn
 - Open sources – websites, press articles & other online media
 - Closed sources such as Crunchbase & other third-party vendors.



- Scan public sources to obtain data using unique algorithms that perform daily scans then cross-check data from multiple sources and combine numerous data points to create one business contact or company profile. Rely on public information being accurate.



- Scan (often referred to as scrape) various online sources.
- Buy data from other companies.
- Acquire through market research surveys.

The Data



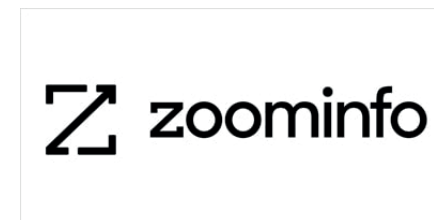
- Our data is collected in the proper way to ensure compliance, accuracy and quality.
- 3-month training and ongoing monitoring of researchers for quality control. Automated systems to help highlight errors, omissions, or inconsistencies.
- We don't use 3rd parties, forbidden tactics, or rely on tech.
- Data compliance, quality & accuracy is guaranteed in SLAs.



- Effectively perpetual use of data due to credit system. Causes:
 - High bounce rates
 - Non-compliance
 - Loss of reputation.



- Community of members, customers & stakeholders who share their professional networks with Lusha in exchange for more data/to access premium features. Open to abuse, could impact data quality.
- Buy data from 3rd parties such as Crunchbase.
- Millions of profiles: how is quality & accuracy managed?



- ZoomInfo Community: Users must install ZoomInfo software which accesses their email program to extract data.
- History of acquiring other data companies to expand database.
- Effectively perpetual use of data because ex-clients do NOT have to delete the data
- Causes:
 - High bounce rates
 - Non-Compliance
 - Loss of reputation

Contracts & cost structure



- Simple subscription service.
- Free 30 Day Trial for you to test our database yourself.
- Flexible payment terms (typically monthly but quarterly and annual payment plans are available).
- Dedicated and experienced support team with the experience and the knowledge that's required.



- 12 or 24-month contract required on sign-up.
- 25 free contacts to evaluate the data. Must agree to demo to receive the data.
- Pricing works on credit-based system. You purchase credits and redeem them against the contacts that you want. If a contact opts out, you don't get your credit back.
- You can download the data in one-off lists but you will NOT be notified of any changes.
- Your credits refresh every month and credits from previous months rollover effectively giving perpetual use of the data (see above for problems this causes)



- Credit-based pricing system. You pay for access upfront and are allocated credits for the year.
- Offer a free plan which gives you 5 credits = 5 contacts per month to test their data.
- Additional credits can be purchased at any time.
- No flexibility in terms of other commercial models or pricing.
- No single point of contact.



- Typically, 24-month contract with payment is required upfront.
- ZoomInfo do not disclose the free trial duration on their website but users report a 2 week view-only free trial which is only available on their Professional Tier.
- Very US-centric organisation.
- Price depends on a number of variants such as how many credits you need, the number of users, access type, and any extras you want to add.

Why choose i-4business for your B2B contact data?

In-house research team with native speakers

We are the only data provider who has an in-house research team of native speakers – other data providers use web-spiders and most of the time rely on technology, not real people, which again limits accuracy and quality.

Greater depth of data

We have a greater depth of job roles than our competitors, ranging from decision making CIOs to influencers like IT developers. This is important so you can get your products in front of more potential decision makers rather than presuming which single contact you need in an organisation.

Specialist provider

We specialise in providing data for B2B companies. We have data from over 300 vertical markets, covering both enterprise and public sector organisations.

GDPR compliance

Our database is the only opt-in database available. This makes our data the most GDPR compliant. What's more, the vast majority of our competitors are not GDPR compliant outside the UK which is a big problem if you're looking for overseas data.

We have greater coverage & experience across Europe

Our competitors lack European coverage and quality. Most have only offered European data for 5 or 6 years. We've been providing it for over 25 years.

We're not aggregators

We own all of our own data. A lot of other data providers don't own 100% of their data as they aggregate other data sources.

Experienced support team

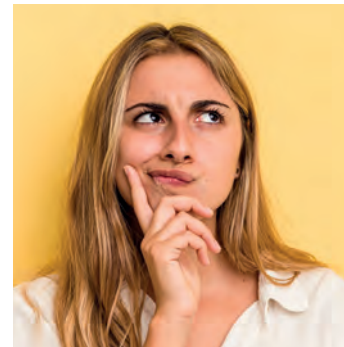
We support you by providing an experienced support team who are there when you need them. They have the experience and the knowledge that's required. They know the data laws so you don't have to and they can also support you with marketing advice – they know what works. For example they can tell you all about the importance of targeting and segmenting data.

In response to some claims from our competitors



"98% mobile phone number accuracy."

This applies only to a specific data set from this company and would have required the manual verification of 6.5k mobile phone numbers per working day or 822 per hour! No mention of how these contacts are kept up-to-date and then there's the issue of compliance.



"The Best & Most Trusted Data."

This company acquires their data by scanning online sources, buying data and extracted data from user email software. This means they have no control over the accuracy or compliance of this 3rd party acquired data.



"The freshest data you can find."

An interesting claim from this company because updates are NOT provided when specific contact records change. This means data quickly becomes outdated & inaccurate.



Need more information?

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