

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 do NOT buy data from external sources.
- Our research team is full-time employed by us and UK-based. All researchers are native speakers for their regions.



- 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.



- Automated collection of data from network of 2 million+ data contributors. These are Apollo.io users who must link their business email and calendar to their Apollo.io account to access the full functionality of the Apollo.io platform. Apollo.io then extracts their contact data from email inboxes, calendar and internet browsing.

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 and accuracy is guaranteed in SLAs.



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



- Updates NOT provided when specific contact records change. This means data can quickly become outdated and inaccurate.
- Buy data from 3rd parties such as Crunchbase.
- Millions of profiles: how is quality & accuracy managed?



- ZoomInfo Community: Community of members, customers & stakeholders who share their professional networks with ZoomInfo in exchange for more data/to access premium features. Open to abuse, could impact data quality. Users must install ZoomInfo software which accesses their email program to extract the 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



- Automated collection of data from network of 2 million+ data contributors. These are Apollo.io users who must link their business email and calendar to their Apollo.io account to access the full functionality of the Apollo.io platform. Apollo.io then extracts their contact data from email inboxes, calendar and internet browsing.
- Use algorithms to crawl the web at scale & parse public-facing websites. Relies on public information being correct with any updates automated.
- Buy data from third-party data providers.
- Claim to have multi-step real time verification processes to check for email and direct phone numbers stating 98% email accuracy but with 275 million contact records and only monthly refreshes thereafter how is quality & accuracy managed?
 - High bounce rates
 - Non-compliance
 - Loss of reputation

Compliance/GDPR



- Data subjects are fully informed how their data will be processed & with whom specifically, we will share.
- ALL clients receive any opt-outs every week, ensuring clients are abiding by the data subjects' marketing preferences.



- No control over compliance of data purchased from 3rd parties.
- Data processed on grounds of "legitimate interest," NOT consent.
- No alert when a contact opts out of the database. This can lead to non-compliant and ineffective marketing campaigns.
- There is a global opt-out API that you can access but NO automated change notifications. This means you effectively have to cleanse the data yourself.
- Their GDPR documents state that it is up to YOU the client to guarantee compliance before using the data for direct marketing.
- Data is cleansed against the TPS/CTPS service.



- Opt-outs are NOT passed onto their clients. This can cause compliance issues.
- Updates NOT provided when specific contact records change. This means data can quickly become outdated and inaccurate.
- Very little information on the consent obtained to add contacts to their database. GDPR compliance information is very vague. As a client, it would therefore be your responsibility to ensure compliance before using their data.
- Also collect personal email addresses (B2C) which without an opt-in (for every country) is not compliant.
- UK data is NOT screened against the TPS/CTPS service leading to compliance problems.



- No control over compliance of data purchased from 3rd parties.
- No control on compliance of data acquired through acquisition of other data companies. If data is simply integrated into their database, compliance, and quality is in doubt.
- Opt-outs not passed onto clients. This immediately makes client use of the information non-compliant.
- Claim to send notification emails to all contacts but when tested this did not happen.
- Profile held for i4business contains fictitious contacts with falsified i4b email addresses. Associated LinkedIn accounts clearly showed they had never worked for i4business.



- No control over compliance of data purchased from 3rd parties.
- Data is processed on the grounds of "legitimate interest," NOT consent.
- Claim to send notification emails to all contacts when first added to their database but when tested this did not happen.
- Their GDPR information states that it is up to YOU the client to guarantee compliance before using EU data.
- Inconsistent claims relating to mobile number accuracy. By providing mobile numbers this can be seen as not compliant.

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.



- Updates of contact information not done on a timely basis.
- 12 month contract required on sign-up for any paying plan with payment required up front.
- 4 different plans: Free, Basic, Professional and Organisation. Plans work on the basis of credits.
- The Free Plan offers very limited credits and no additional credits may be purchased, you must instead sign up for a paid plan. Paid Plans range from Basic starting at \$49 per user, per month to Organisation at \$119 per user, per month.
- 14-day trial plans for Basic & Professional only which include 50 lead credits and 5 mobile credits.
- Restrictions on number of downloads and record selection.

User Interface



- Cloud based, on-demand resource.
- Users love our friendly, intuitive UI.
- Built specifically to meet the identified requirements of B2B sales and marketing campaigns.
- Unlimited search/browse/navigate via uniquely comprehensive search capability.
- Unlimited query and download of precisely targeted campaign list.
- Unlimited use of the downloaded campaign lists for no additional fees.
- Fully customisable implementation – e.g. categorisations, etc.
- Campaign list & history management.



- Subject to glitches and slow load/run times especially when interacting with the plugin and generating large lists for the exportig process.
- Some users have commented about the slow and clunky UI.
- Users report the interface being confusing when switching from contact to company search.
- The Cognism extension covers the basics, but it can be buggy and not user-friendly.
- Process to flag bad data is not smooth and requires a lot of effort from users.
- The complex UI can be a challenging for new users.



- Reviews report problems with out of date data.
- Users complain that it is very cumbersome to use.
- Speed of the user interface is a common complaint in reviews.
- Limited integration facility.
- No ability within interface to report or provide feedback on out of date or incorrect data information.
- Some users are uncomfortable with the permissions asked for by the extension. There are also reports of in-house cybersecurity teams blocking use of the extension.
- Poor customer service.



- Users report some outdated data.
- Navigation of ZoomInfo's features can be confusing due to the platform being split into four smaller platforms: SalesOS, MarketingOS, TalentOS, and OperationsOS. Not all features are included within the different subscriptions at every price point.
- Reviewers complain that ZoomInfo is difficult to use and even harder to learn.
- The search function is rated as poor and especially clunky.
- Customer service appears to be a pain point for many ZoomInfo users. A significant number of reviews note that representatives are slow to respond to queries or when they do they are not that helpful.
- Slow load speeds.
- Files need to be cleaned up on export.



- Reviews report slow and poor customer support responses.
- Users complain about missing or limitations in Apollo.io's data enrichment capabilities.
- Poor onboarding resulting in data duplication issues.
- Some users are uncomfortable with the permissions asked for by the extension.
- Some users reported data accuracy as being 'hit or miss' particularly for telephone numbers.
- Issues with additional charges made for uploading CSV files to the CRM.
- Updates of contact information not done on a timely basis.

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.

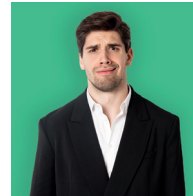
We're not aggregators

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



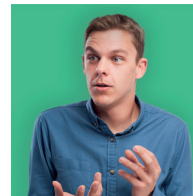
"98% mobile phone number accuracy."

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.



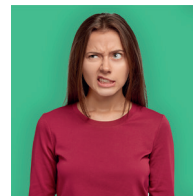
"The Best & Most Trusted Data."

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.



"Powered by the highest standard of data practices from collection to verification."

This company primarily acquires data through automated extraction from its 2 million+ users, who must link their business email and calendar to gain full access to the platform. Additionally, they use algorithms to crawl and extract data from public-facing websites at scale, while also purchasing data from third-party providers. Of concern, although they assert that all contacts are notified when added to the database, testing indicates that these notification emails are not being sent as claimed which is a major compliance breach.

Need more information?

CONTACT US

Address:

i-4business EMEA Ltd
Unit 11,
Riverside Park,
Dogflud Way,
Farnham,
GU9 7UG

Phone:

(+44) 1252 367400

Email:

support@i4b.com

