

B2B DATA MARKET INDUSTRY REPORT

2017

OPENPRISE[™]

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EXECUTIVE SUMMARY

Curious about the trends in the B2B data marketplace, we surveyed 175 U.S.-based B2B marketing professionals in 2017, representing a diverse group of industries, from companies with over 200 employees.

Here are some key findings:

- > THE MORE (DATA PROVIDERS) THE MERRIER.**
The marketers who have tried four or more providers tend to be happier: 80% of them report being “very satisfied” with their current relationship with data providers. For everyone else, that number drops to around 50%. In a nutshell, the more data providers you try, the more likely you are to find the right ones for you.
- > ABM ISN'T GETTING THE HELP IT NEEDS FROM THIRD-PARTY DATA.**
Perhaps fueled by the rise of Account-Based Marketing, the primary use of third-party data is to identify contacts within target companies (62%), followed by identifying new target companies (52%). Subsequently, 41% of the marketers surveyed name “missing contacts at target companies” as data providers’ biggest weakness.
- > LARGE COMPANIES ARE HARDER TO PLEASE.**
While 67% of marketers at small companies are very satisfied with their data providers, only 31% of their enterprise counterparts agree. This makes sense as data issues compound when the size of a database grows, making data upkeep exponentially more difficult.
- > EXISTING CRM DATA TRUMPS THIRD-PARTY DATA.**
This might come as a surprise to many: only one in three marketers tap data providers for data cleansing purposes. This could be that overall, compared to third-party data, marketers have more faith in data entered by their sales team and captured via web forms.

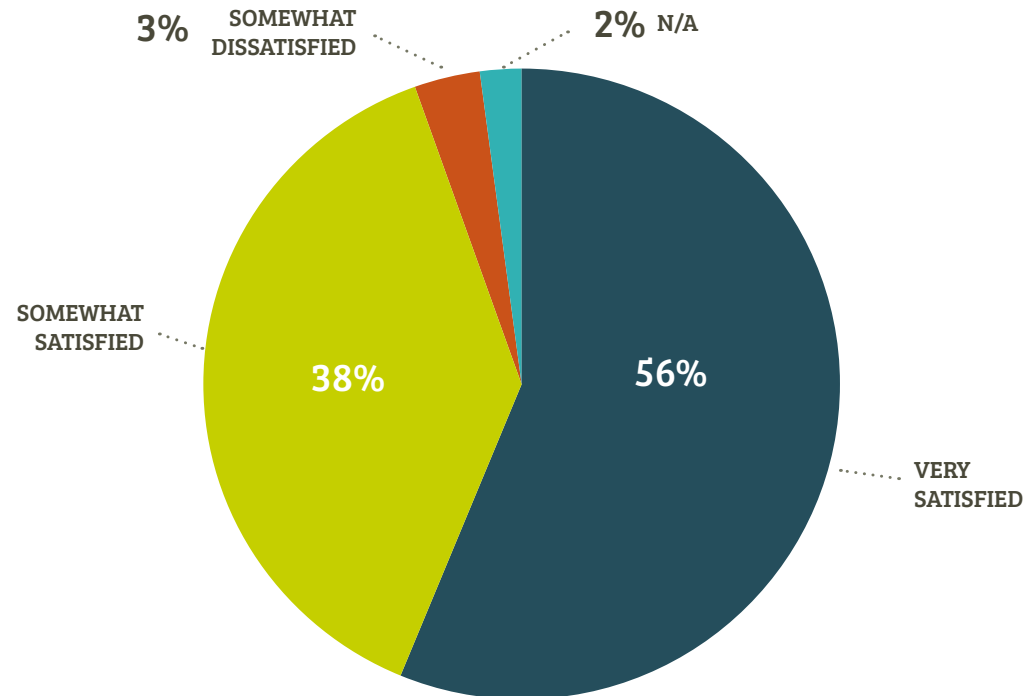
HAPPY CUSTOMERS (YES, REALLY)

While marketers are often frustrated with the state of their house data, their sentiments towards data providers are much more positive. **56% of the marketers surveyed say they're "very satisfied", and another 38% are "somewhat satisfied".**

Commenting on these findings, Allen Pogorzelski, VP of Marketing at Openprise, said, "It makes sense that most companies are satisfied with the quality of the data they're seeing from reputable data providers. The data issues most companies are struggling with are in normalizing and integrating that data from different vendors into their house databases to make it useful."



HOW SATISFIED ARE YOU WITH YOUR CURRENT DATA PROVIDER(S)?



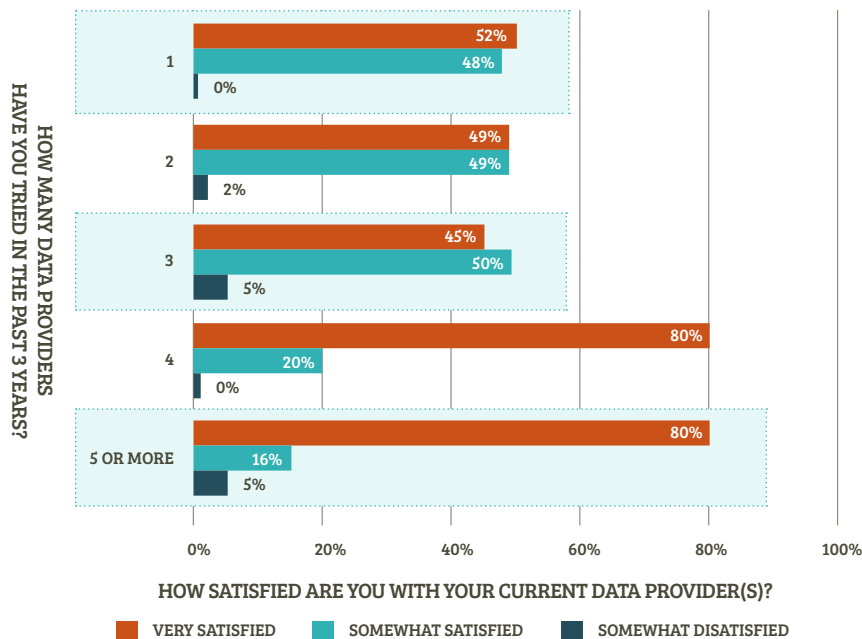
THE MORE (DATA PROVIDERS) THE MERRIER

The marketers who have tried four or more data providers tend to be happier: 80% of them report being “very satisfied” with their current relationship with data providers. For those who haven’t worked with as many providers, only 50% say they are “very satisfied” overall.

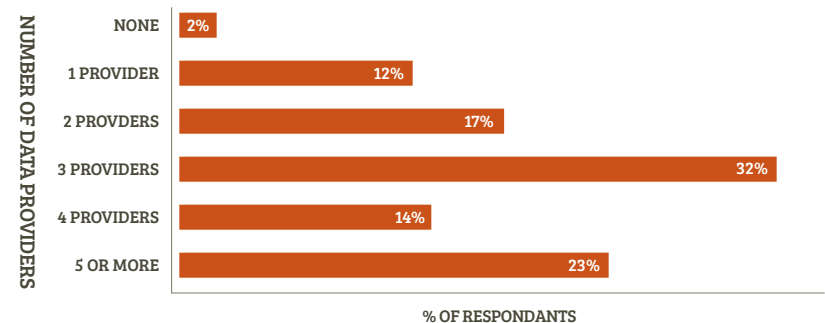
Since each provider has its own unique strong suits, it stands to reason that you’re more likely to reach data nirvana and get everything you need when armed with multiple providers.

By the way, 37% of the marketers surveyed plan to use a combination of four or more data providers in 2017, while 12% intend to use only one.

THE MORE DATA PROVIDERS, THE MERRIER



HOW MANY DATA PROVIDERS DO YOU PLAN TO USE IN 2017?



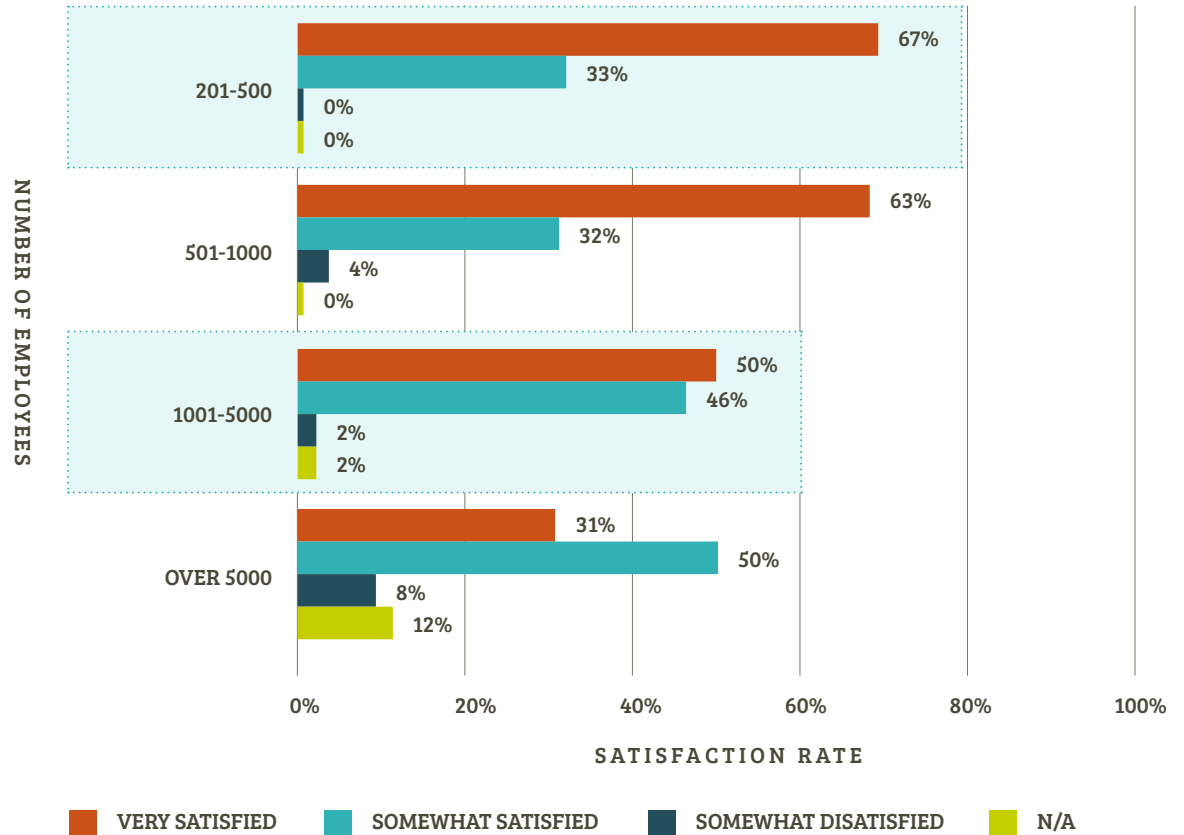
Marketers expect to use an average of 3 data providers in 2017

LARGE ENTERPRISES ARE TOUGHER TO PLEASE

Large companies are tougher customers. **While 67% of marketers at small companies are very satisfied with their data providers, only 31% of their counterparts at enterprises (more than 5,000 employees) concur.** This is probably due to the fact that larger companies tend to have larger databases, and as the number of records grows, the issues compound exponentially. In addition, large companies often have tougher requirements than smaller ones.



LARGE ENTERPRISES ARE TOUGHER CUSTOMERS

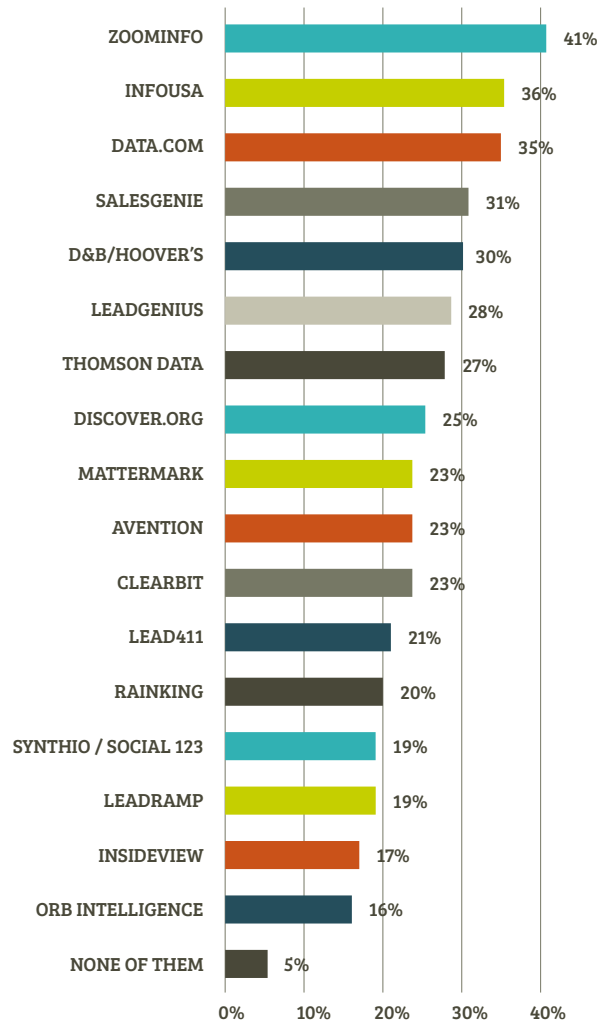


THE MOST POPULAR DATA PROVIDERS

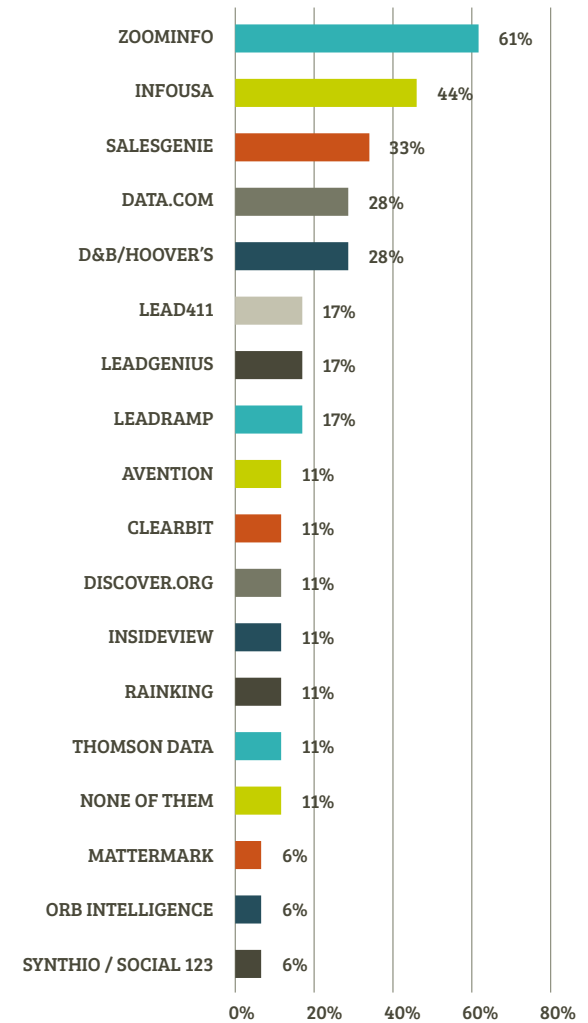
So who are the popular choices in this crowded market? Overall, ZoomInfo leads the pack as 40% of marketers surveyed reported having experience with the company, followed by 36% for InfoUSA, and 35% for data.com.

In the enterprise market (Company Size > 5,000 employees), ZoomInfo's lead becomes more significant, jumping from 40% to 61%, with InfoUSA in second place at 44%.

> WHICH DATA PROVIDER(S) HAVE YOU USED?



> DATA PROVIDERS ENTERPRISE COMPANIES USE
Company Size > 5,000 Employees

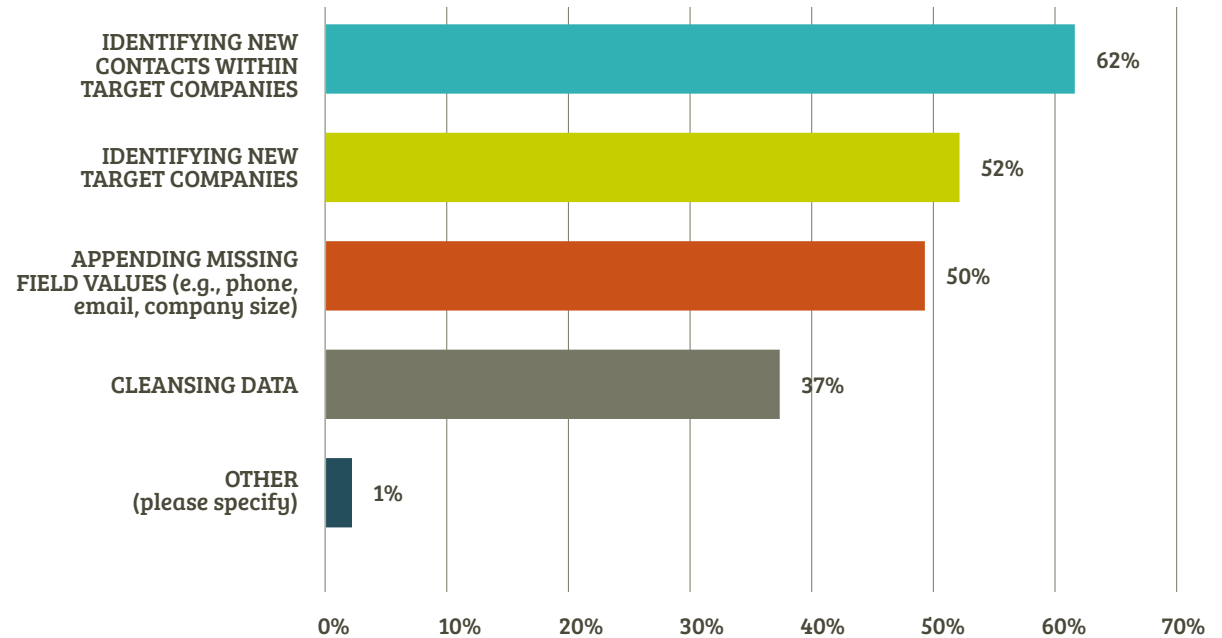


WHY MARKETERS BUY B2B DATA

Perhaps fueled by the recent rise of Account-Based Marketing, survey respondents report that **the primary use of third-party data is to identify new contacts within target companies (62%)**. Meanwhile, only one in three marketers tap data providers for data cleansing purposes.



WHAT DO YOU USE DATA PROVIDERS FOR? Check All That Apply



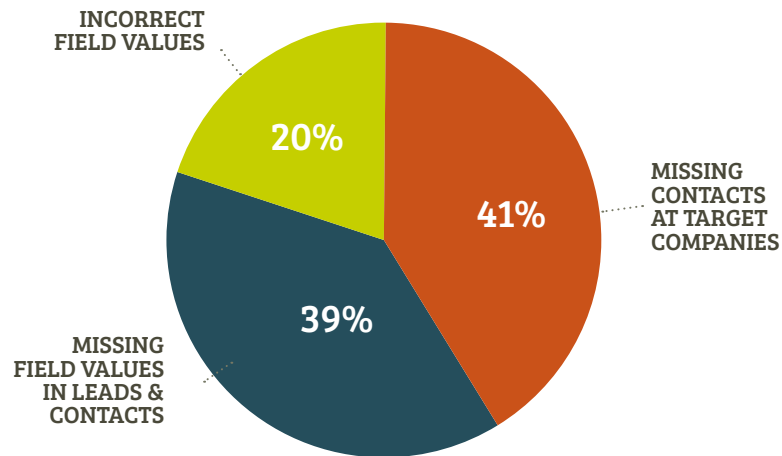
Only 1 in 3 marketers tap data providers for cleansing.

THE WEAKEST LINK: CONTACTS AT TARGET COMPANIES

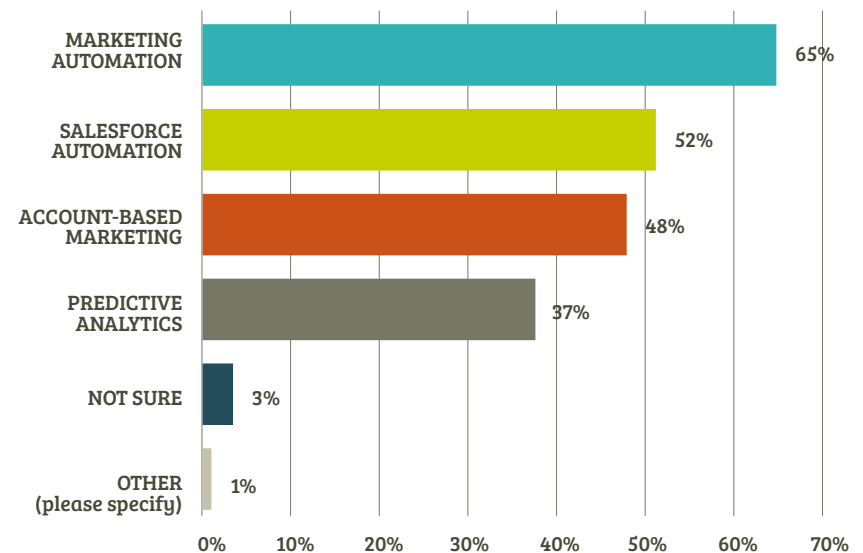
Perhaps because “identifying contacts at target companies” is their primary goal with third-party data, marketers seem to take extra notice when it fails to deliver. 41% of them perceive “missing contacts at target companies” to be data providers’ biggest shortcoming.

As it stands, less than half of marketers leverage third-party data for their Account-Based Marketing efforts. This is perhaps a reflection of the fact that marketers still need time to acquire the techniques and technologies necessary to succeed in ABM.

> WHAT’S THE BIGGEST SHORTCOMING OF DATA PROVIDERS?



> WHICH SYSTEMS LEVERAGE THIRD-PARTY DATA?

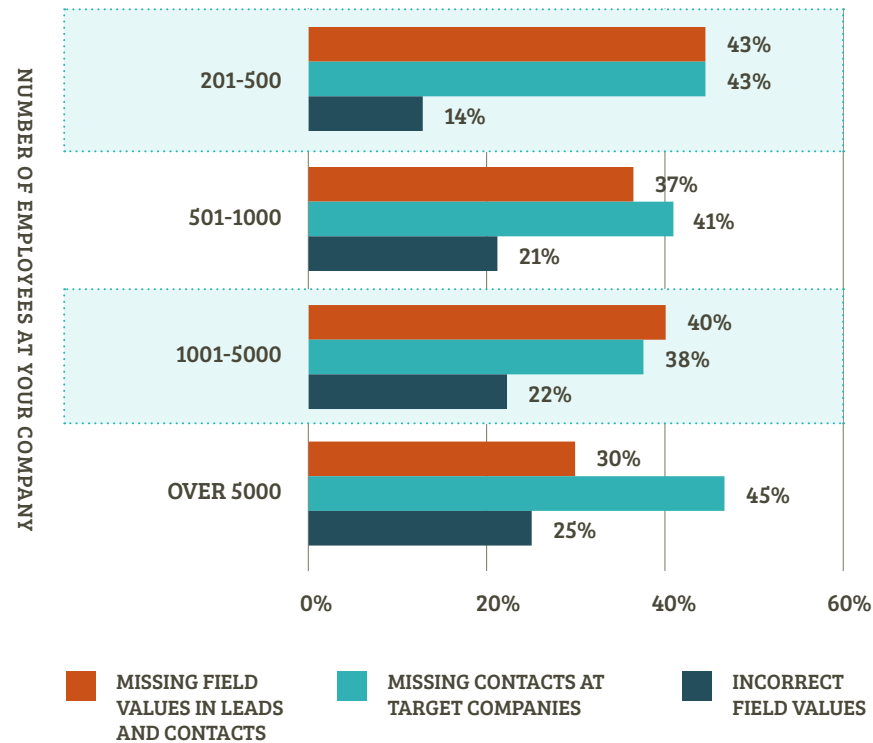


A DIFFERENT ISSUE FOR ENTERPRISES

“Incorrect field values” in 3rd party data is a bigger issue for enterprises (Company Size >5,000 employees), as **25% of their marketers see it as the top concern, compared to only 14% of their counterparts at small companies.** This is probably due to the fact that larger companies likely have larger databases, more data sources, and more team members touching the data, all of which are contributing factors to incorrect field values.



WHAT'S THE BIGGEST SHORTCOMING OF DATA PROVIDERS?

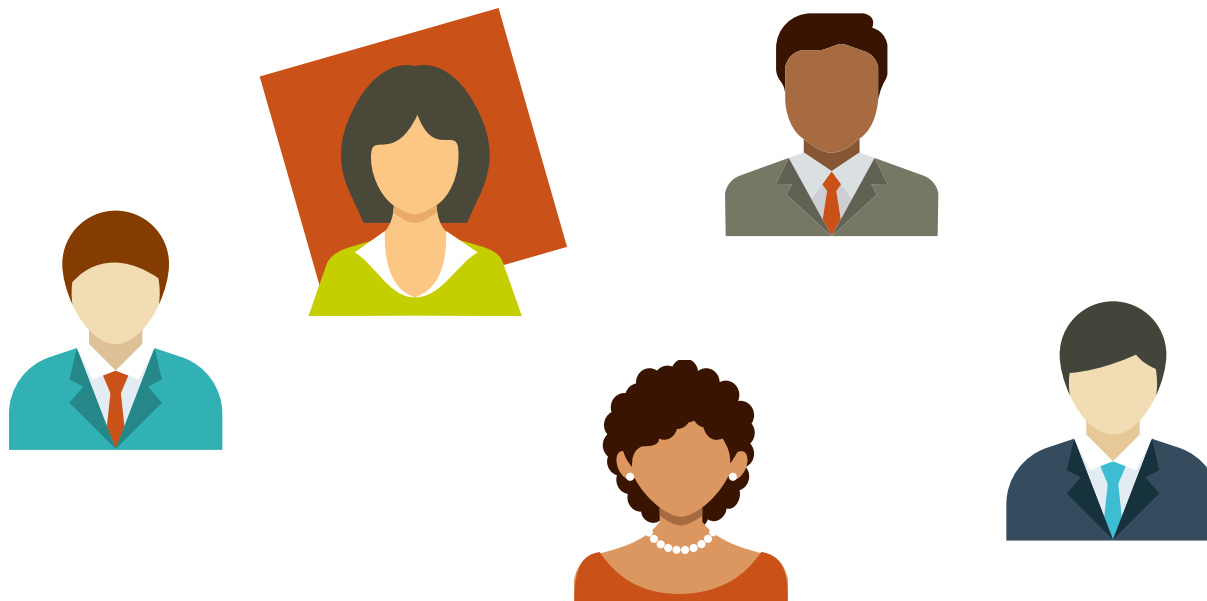


WHEN IN DOUBT...

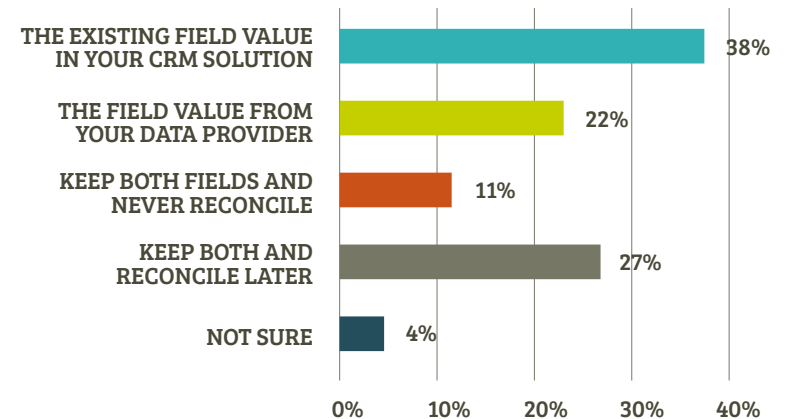
Only one in five marketers surveyed would overwrite their existing records should they conflict with third-party data.

This could be that overall, compared to third-party data, marketers have more faith in data entered by their sales team and captured via web forms.

Interestingly, over a quarter of respondents say they would “keep both and reconcile later.” Without reconciling the data, this limits its usefulness and compounds the dirty data problem.



WHICH DATA SOURCE WINS IN A CONFLICT?



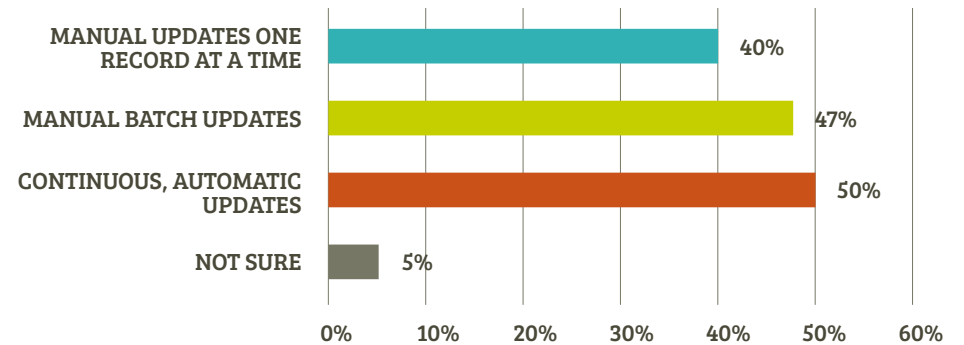
DATABASE UPDATE METHODS

So, how do marketers update their house databases? **47% still rely solely on manual updates**; 50% have advanced to continuous, automatic updates exclusively; while everyone else uses a combination of these methods.

With 40% of respondents indicating that they manually update one record at a time, it's likely that these companies are missing out on opportunities to improve their data.



HOW MARKETERS UPDATE DATABASES Check All That Apply

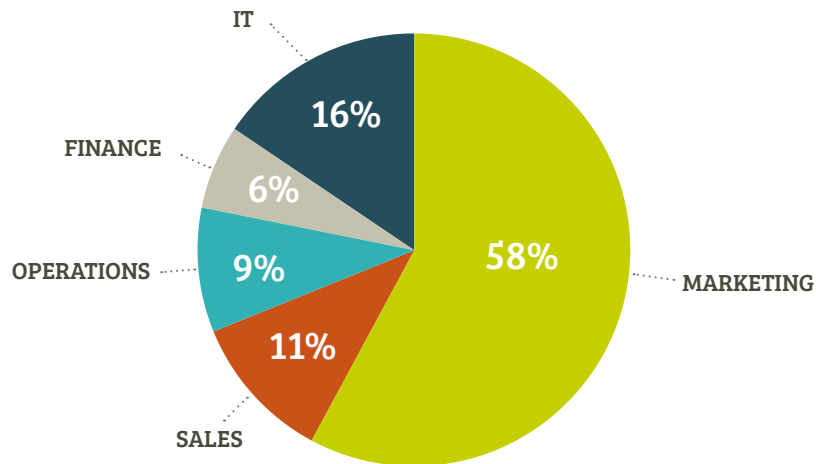


WHO'S CALLING THE SHOTS?

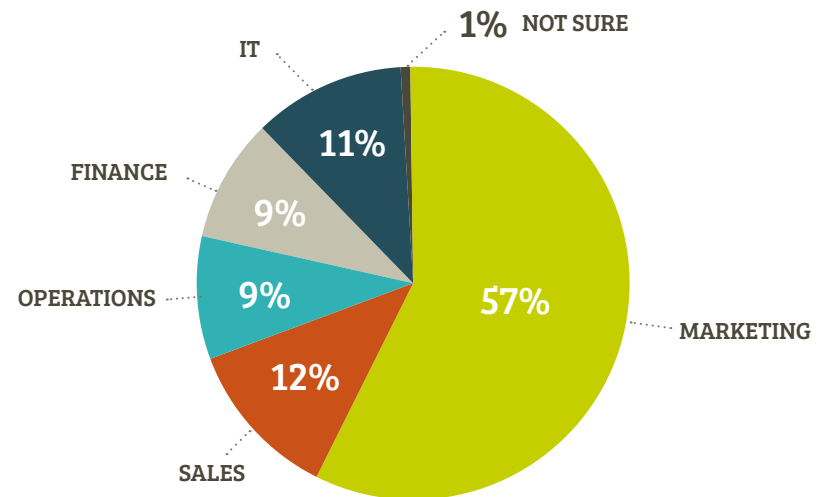
More than half of the time, Marketing owns the relationship with data providers.

But even when Marketing does own the relationship, in only 57% of the companies surveyed does it also own the budget, as Sales, IT, Finance, and Operations often all have a say on the spend.

> WHO OWNS THE RELATIONSHIP WITH DATA PROVIDERS?



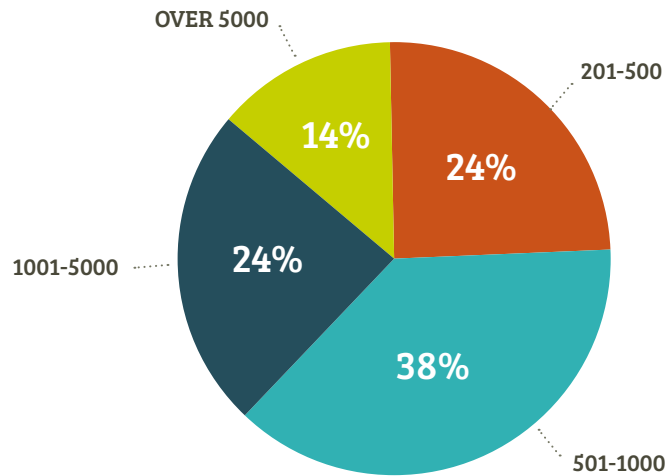
> EVEN WHEN MARKETING OWNS THE RELATIONSHIP...WHO OWNS THE BUDGET?



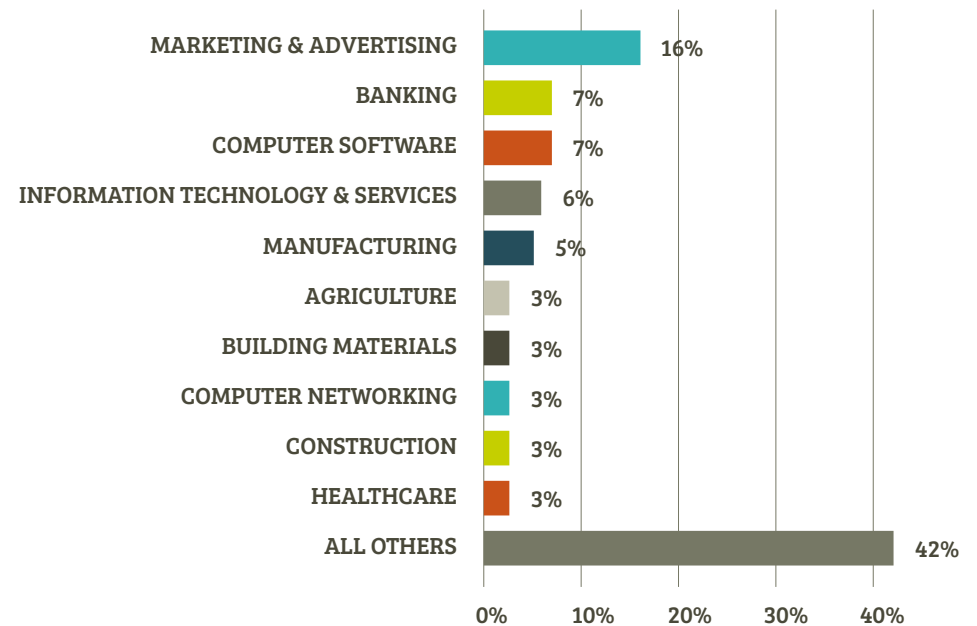
METHODOLOGY

The survey was completed by 175 B2B marketers in the U.S., from companies with over 200 employees.

> COMPANY SIZE



> INDUSTRY



ABOUT OPENPRISE

Openprise is a Data Orchestration Platform. We solve the garbage-in/garbage-out problem to make data-driven anything possible in Marketing, Sales, and Support.

Openprise automates critical data management processes including data onboarding, cleansing, enrichment, and unification. Openprise is designed from the ground up for CRM, so it has the business rules, best practices, and data built right in, and it seamlessly integrates with CRM solutions like Marketo, Eloqua, Pardot, Desk, and Salesforce, so you're up and running fast. For more information, please visit www.openprisetech.com.

> SEE A DEMO

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