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ACCOUNT DATA BUYERS' GUIDE

10 QUESTIONS TO ASK DATA PROVIDERS

1. How will you help my marketing and sales teams solve their business problems?
Good vendors will do more than deliver inert data. They will work to understand your teams' goals and provide data-driven insights to help you nurture leads in a meaningful, personalized way.

2. How often is your data refreshed?
90% of the world's data was created in the last two years alone. A good vendor has the technology in place to keep pace with this rapid growth so that you can clearly see who your customers are today, and who they're likely to be tomorrow.

3. What sources do you use to collect data?
Legacy vendors often require buyers to choose between accuracy and coverage. Data from multiple sources is inaccurate; high-coverage data is accurate, but incomplete. A modern vendor can ingest data from any and all sources without sacrificing accuracy.

4. What is your data match rate?
Look for a vendor with a high match rate supported by machine learning. A solution assisted by machine learning can resolve matching errors rapidly and at scale, keeping your database clean and reliable.

5. How many account attributes/signals do you monitor?
Diversity matters. The more signals your vendor can offer, the more complete your picture of the target customer becomes, enabling a meaningful and highly personalized sales and marketing strategy.

6. How can I integrate your solution with my existing CRM and MAP systems?
Traditional vendors sometimes offer data in standalone lists that require a lot of time and effort to ingest into your team's existing systems. That causes your team to lose speed. Avoid this costly bottleneck by looking for a solution that can integrate directly into your team's workflow.

7. Do you have the ability to track third-party intent data?
Speed matters, especially for today's sales and marketing teams. Identifying which customers are researching topics related to your product or service means getting to them first, before the competition. Look for a vendor who supports this critical insight.

8. Do you offer post-sales support and training to help us succeed? Is there a cost?
For a vendor who's committed to your success, delivering data is only the beginning. Find out how each vendor proposes to work alongside your team on an ongoing basis, ensuring that their solution works the way your team needs it to.

9. What is the implementation timeline?
The right vendor will offer a solution that works with the systems you already have in place, making implementation fast and painless.

10. Do you offer a proof of concept or the option to pilot your technology?
A confident, modern data vendor will facilitate a pilot period to help your team stress-test the solution. If you meet resistance when proposing this step, look elsewhere.

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READY TO ASK US?

Start the conversation by visiting
everstring.com or calling (650) 425-3937

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