

BUSINESS-TO-BUSINESS DATABASE MARKETING

**ONLINE SOURCES  
OF B-TO-B DATA:  
A COMPARATIVE ANALYSIS**

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# ONLINE SOURCES OF B-TO-B DATA: A COMPARATIVE ANALYSIS

## EXECUTIVE SUMMARY

As the Internet has created new ways for B-to-B marketers to compile and access prospect data, marketers continue to be concerned about the quality and breadth of the data that is available. This white paper evaluates the volume and accuracy of data provided by ten participating suppliers of marketing information with online access. In general, the data coverage varied widely among vendors. Based on these results, we urge marketers who order compiled data to ask very carefully about the prospective vendor's compilation practices and policies. We also strongly recommend that marketers conduct a pre-test of the data to assess its applicability to their particular situation.

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Compiled data is critically important to B-to-B marketers for two reasons:

1. Business marketers tend to target relatively narrow audiences. Compiled data, built from such sources as government records, telephone listings and credit data, generally provides better breadth of coverage, compared to response files. For example, not all machine tool manufacturers will appear on the subscriber files of, say, American Machinist magazine.
2. Each account has a high revenue opportunity, so it's important to gain access to every potential prospect.

Thanks to the Internet, two important developments have revolutionized B-to-B compiled data. First, entirely new data sources have emerged based on information gathered using the Internet itself. Jigsaw, for example, provides an online marketplace where sales people can swap contacts. ZoomInfo scrapes information about business people from Internet pages like corporate sites and online press releases.

The second development is easy online ordering, now offered by data compilers of all stripes. Marketers can search fields, generate counts, and place orders via browser-based interfaces, and download the data instantly.

In light of these changes, we decided to research the online sources of B-to-B data, to assess their accuracy and completeness. In the later part of 2008, we invited fifteen vendors to answer a series of questions about their data and their business practices.

Ten vendors agreed to participate:

- Demandbase
- idExec
- Jigsaw
- Lead411
- NetProspex
- OneSource
- SalesGenie
- Selectory
- Zapdata
- ZoomInfo

We express our deep appreciation to them.

Invited vendors who chose not to participate were:

- Acculeads
- Experianb2b.com
- GoLeads
- Hoovers
- Spoke

## THE SCOPE AND INTENT OF THE STUDY

Business marketers are interested in volume (how many good contacts can I retrieve from this system?), completeness (can I get every field I want?), and accuracy (is the contact information correct?).

Getting counts is a fairly straightforward process. For this study, we identified ten industries commonly of interest to business marketers, and asked the vendors to tell us how many companies they had in each of the ten, as indicated by SIC.

Then, we selected a well-known firm in each of the ten industries, and asked the vendors to tell us how many contacts they had within those firms. We also asked whether they code firms with NAICS. Finally, we asked them to report the number of complete contacts, “complete” meaning

that the record included the full name, address, title, phone, fax and email.

Counts are one thing, but to assess data accuracy is not so easy. The problem is that the vendor’s record needs to be compared to some standard of correctness, which means we need to know the “truth” about the contacts that reside on the vendor’s database.

To solve this problem, we persuaded ten business people in a variety of industries and in various job categories to agree to serve as guinea pigs, by providing us with their accurate current contact information, and allowing us to publish their records as reported by the participating vendors. We’d like to express our gratitude to these intrepid individuals for their generous support of this study.

INDIVIDUAL CONTACTS IN THE STUDY			
Industry	Name	Company	Title
Technology	Theresa Kushner	Cisco Systems	Director, Customer Intelligence
IT consulting	Phyllis R. Kramer	USTglobal	Senior Director, Global Relationship Management
Data Communications	Sean Clemmons	Piraeus Data, LLC	Vice President of Consulting
Accounting	Marcia El-Baz	Lutz & Carr CPA’s LLP	Partner
Optical components	Carmen J. Conicelli, Jr.	Edmund Optics, Inc.	Chief Financial Officer
Higher education	Jim Carey	Northwestern University Medill School	Adjunct professor
Publishing	Michael S. Hyatt	Thomas Nelson	President and Chief Executive Officer
Healthcare	Brian A. Nester	Lehigh Valley Hospital and Health Network	Senior Vice President, Physician Hospital Network Development
Legal services	John E. Tobin, Jr.	New Hampshire Legal Assistance	Executive Director
Manufacturing	James H. Schattinger	Pioneer Manufacturing Company	President

We also asked two qualitative questions, one inviting the vendors to explain their competitive positioning in the marketplace, and the other asking about their terms of sale.

## THE POSITIONING STATEMENTS

Here is how the vendors described themselves in response to the following question:

*Provide a statement of no more than 150 words that describes your online B-to-B data product/service, including how you are positioned, meaning your competitive differentiation. In short, this question is, “Who are you, and how are you different?”*

Participating vendor	
Demandbase	Demandbase provides new customer acquisition solutions for sales and marketing professionals that help companies identify, reach, and convert new business. With Demandbase, customers are able to shorten sales cycles, and increase revenues.
idEXEC	idEXEC is an online global database of executives at select public, private, non-profit, and government organizations. idEXEC actively tracks and continuously updates 2 million executive decision-makers at 900,000 organizations in 172 countries. Typically, the idEXEC database includes all public companies, all corporate headquarters along with their subsidiaries and branches, private companies with over 75 employees or 30 million in annual revenue, and will concentrate on the following industries: professional services, insurance, financial, and telecom. Records are updated continuously with changes posted immediately online every day. The idEXEC product is a complete web-based solution that allows you to search and immediately view and download your most important prospects, whether it's one single record or hundreds of thousands. No special software is required – only a standard internet browser.
Jigsaw	<p>Jigsaw is a user-generated B2B database built and maintained by its 700,000 B2B community members (marketers, sales, recruiters, analysts, business owners). The database has grown to almost 11 million contacts, 2 million companies, 6 million locations, and is updated in real time, very similar to Wikipedia.</p> <p>The result is a highly differentiated database:</p> <ol style="list-style-type: none"> <li>1) The most accurate in the industry – 2X more than traditional data compilers/crawlers, over 1.5 million hygiene actions monthly.</li> <li>2) The most complete database in the industry. 100% email, phone, address, title</li> <li>3) The most Contacts up and down the org chart</li> </ol> <p>Jigsaw is a data ownership model. All other providers rent for one-time use, or they license annually. With Jigsaw, the client owns the data. Jigsaw's membership currently grows at 1,400 members per day, the database grows at over 40,000 contacts per day. 70,000 SMB clients and 22% of the F 1000 are now Jigsaw clients.</p>
Lead411	<p>We are different in 2 ways. 1. We use crawling technology and low cost international research teams to provide verified data at a cost level as low as 25% of what other data providers spend. This gives us the ability to charge 25% less.</p> <p>2. We provide news alerts that let our customers know when companies are growing because they are more likely to purchase products/services during these times.</p>
NetProspex	NetProspex, is a Boston-based sales contact trading system that uses the power of the internet to let sales and marketing executives buy or trade business contacts. All user-contributed contacts are validated before being published. With 3 million up-to-date, accurate contacts, NetProspex provides information on difficult-to-find decision makers across North America.

OneSource	OneSource®, a recognized leader in global business information services, delivers unparalleled company, executive and industry intelligence that make business professionals more effective and productive in completing their critical daily tasks. OneSource combines and organizes content from over 2500 information sources supplied by 50 content providers creating an unequalled information resource. This includes public and private company profiles, executives, corporate families, industries, financials, news, analyst reports, and trade and business press articles. OneSource links all of its information on over 17 million companies and 21 million executives worldwide. OneSource is available via personalized web-based subscriptions to the Business Browser service providing a comprehensive view of a company's business, history, competition, industry, strengths and weaknesses, among others. All of the information can be searched by multiple criteria and one can chose from a library or build customized research documents. An alerts feature allows company tracking as well as news and selected topics.
SalesGenie	Since 1972, infoUSA has compiled and maintained its signature database of 13.7 million US businesses and 1.4 million Canadian businesses. As businesses continually emerge, change, and dissolve, our database keeps the information up-to-date and as accurate as possible. The database is compiled in two phases. First, infoUSA compiles 4,000+ telephone directories and over 350 new business sources such as Secretaries of State, county courthouses and public record notices. Through these sources and additional processing, infoUSA will gather and verify base-level information such as company name, telephone, address, and industry. Second, infoUSA calls each business annually to verify the information we have and to obtain additional information. infoUSA data is created to primarily power research and marketing endeavors; the database is not a derivative of another product or application. As a result, the coverage of the infoUSA database is intended to represent all active business sites.
Selectory	Selectory® helps sales and marketing professionals find new customers and grow their sales by building targeted lists, profiling existing customers and running direct marketing campaigns from their desktop. Selectory offers its users unlimited searching, viewing and printing of detailed, location-specific company and contact information. Selectory provides access to 23 million businesses — 15 million in the U.S. and Canada, and 8 million others worldwide. Selectory allows you to: Build targeted lists using up to 40 search criteria — Download information for campaigns or for importing into CRM applications — No need to deal with a list broker — build a list in minutes — Pinpoint the best opportunities in your target market — Lookup company and contact details before making the call — Add tags or notes, and keep all your sales data in a single place.
Zapdata	Zapdata gives you access to 15 million US companies so that you can create a list of prospect and license the list online with a credit card. Zapdata includes advanced features such as suppression of previous lists, preview and analysis of your prospect list.
ZoomInfo	ZoomInfo is a business information service with profiles on over 45 million people and 5 million companies. Because ZoomInfo crawls the Web 24-hours-a-day, 365-days-a-year, we're able to deliver customers the freshest business information available. While other sales and marketing tools only scratch the surface by delivering high-level overviews of companies and their senior management teams, ZoomInfo digs deep into organizations to give you insight into the typically hard-to-uncover decision makers at companies of all sizes, from the Fortune 1000 to SMBs. And not only does ZoomInfo put you in touch with the right person, it also gives you in-depth insight into the person's career history, education and affiliations, and into the company, to quickly build rapport.

## THE COMPANY COUNTS REPORTED

Here are the company counts in each of the ten industries reported by the vendors in response to the question, *State the number of U.S. firms you have on your file within each of these 10 SICs.*

	Demand base	idEXEC	Jigsaw	Lead 411	Net Prospect	One Source	Sales Genie	Selectory	Zap data	Zoom Info
32	Stone, clay and glass products	2,153	4,620	N/A	1,657	15,297	26,591	28,274	36,352	385
56	Apparel and accessory stores	1,552	6,141	194	5,419	185,704	220,209	193,149	228,619	3,200
28	Chemical and allied products	3,306	8,550	371	4,545	16,358	23,789	30,296	39,618	4,300
64	Insurance agents, brokers & services	3,221	11,794	980	38,303	231,220	245,486 / 277,098	217,389	225,857	21,000
73	Business services	14,632	89,340	1,381	168,652	676,098	830,679	1,254,960	1,459,405	75,300
81	Legal service	1,769	25,639	5,290	38,669	196,000	343,409 / 579,313	318,280	318,863	24,000
80	Health service	4,092	30,689	933	79,931	577,818	941,650 / 1,672,599	872,000	875,370	38,500
82	Educational service	1,389	27,155	836	N/A	268,067	284,194	195,018	279,804	40,000*
35	Machinery, except electrical	6,274	25,013	565	5,707	71,792	105,764	90,343	109,286	10,900**
48	Communications	3,191	16,755	84	21,584	101,357	116,155	112,831	136,281	14,300
	Do you code firms with NAICS?	yes	yes	no	yes	yes	yes	yes	yes	no

*NetProspect does not use SIC codes. The counts here are from their equivalent categories.*

*SalesGenie : For certain industries, multiple businesses may exist at a single site. In those cases, SalesGenie reported two numbers.*

*ZoomInfo : Counts are approximate. ZoomInfo uses a keyword algorithm that maps closely to SIC codes, but offers much more flexibility than SIC codes alone. For example, you can find insurance companies (SIC 64), but also "Marine Insurance" or "Credit Insurance" or "Property and Casualty Insurance."*

*\*Including Educational Institutions*

*\*\*For-Profit Educational Firms only*

## THE CONTACT COUNTS REPORTED

Here are the counts for contacts at each of ten well-known companies, in response to the question, *Provide the total number of contacts you have at each firm, U.S. only, including headquarters and all branch locations.*

	Demand base	idEXEC	Jigsaw	Lead 411	Net Prospex	One Source	Sales Genie	Selectory	Zap data	Zoom Info
USG	39	119	457	13	15	322	261	672	8	1,001
Limited Brands	398	89	1,162	9	99	822	853	2,167	85	184
Dow Chemicals	926	121	1,266	11	190	188	97	378	38	1,253
Northwestern Mutual	2,149	135	2,488	1	389	163	242	314	32	1,133
Pricewaterhouse Coopers	9,045	49	23,596	2	2,264	176	78	398	59	6,245
Morrison and Foerster	9	11	1,524	11	248	290	30	124	N/A	863
Hospital Corporation of America	6	336	1,817	1	0	2,758	759	4,206	33	11,255
Ohio State University	30	N/A	6,966	0	N/A	190	203	713	1	9,025
Microsoft	4,826	226	7,426	18	4,584	411	220	346	34	20,439
Level3	175	73	713	13	110	136	83	393	21	422

## COMPLETE CONTACTS BY COMPANY

Here are the figures on complete counts for each industry, in response to the question, *The number of "complete" contact records you have at each firm. Complete means including full name, address, title, phone, fax and email.*

	Demand base	idEXEC	Jigsaw	Lead 411	Net Prospex	One Source	Sales Genie	Selectory	Zap data	Zoom Info
USG	0	30	457	10	15	0	134	672	8	357
Limited Brands	313	12	1,162	1	97	0	39	2,167	85	163
Dow Chemicals	584	13	1,266	9	12	0	13	378	38	1,248
Northwestern Mutual	2,084	44	2,488	0	353	0	133	314	32	1,055
Pricewaterhouse Coopers	8,439	4	23,596	0	439	0	23	398	59	797
Morrison and Foerster	5	7	1,524	11	243	0	21	124	N/A	848
Hospital Corporation of America	0	98	1,817	0	0	0	261	4,206	33	8,404
Ohio State University	20	N/A	6,966	0	N/A	0	168	713	1	1,309
Microsoft	4,492	20	7,426	11	714	0	27	346	34	3,066
Level3	156	25	713	11	107	0	31	393	21	380

*NetProspex does not provide fax numbers, so these numbers are technically incomplete by our definition. OneSource did not provide counts on complete contacts.*



Here are the records for our ten individual business people, in response to the following directions. *Please pull the record of each of these persons as it currently appears on your file. Submit the record in its entirety. Note: Please do not use any other data sources (e.g., tele-verification, or Internet search) to research these names. We have secured permission from these 10 people to include their data in this*

*research, and we have told them they will not be contacted or researched in any way by the participating suppliers.*

Note: We requested that vendors provide a second address line, if appropriate, and also give us fax numbers. Very little information came back in these categories, so we have not reported them here.

**THE CONTACT RECORDS REPORTED: JAMES H. SCHATTINGER**

Correct Data	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
	James H.	Schattinger	President	Pioneer Manufacturing Company	4529 Industrial Parkway	Cleveland	OH	44135	216-671-5500	jschattinger@pioneerathletics.com
Participating Vendor										
Demandbase	James H.	Schattinger		Pioneer Manufacturing Company	4529 Industrial Parkway	Cleveland	OH	44135		
idEXEC	James H.	Schattinger		Pioneer Manufacturing Company	4529 Industrial Parkway	Cleveland	OH	44135		
Jigsaw	James	Schattinger	President	Pioneer Manufacturing Company	4529 Industrial Parkway	Cleveland	OH	44135-4505		
Lead411										
NetProspex	James	Schattinger	President	Pioneer Manufacturing Company	Co 4529 Industrial Pkwy	Cleveland	OH	44135	216-671-5500	j.schattinger@pioneer-mfg.com
OneSource	James	Schattinger		Pioneer Manufacturing Company	4529 Industrial Parkway	Cleveland	OH	44135		
SalesGenie	James	Schattinger		Pioneer Manufacturing Co. Inc.	4529 Industrial Parkway	Cleveland	OH	44135		
Selectory										
Zapdata										
ZoomInfo	Doug	Schattinger	President	Pioneer Manufacturing Company Inc.	4529 Industrial Parkway	Cleveland	OH	44135-4505	216-671-5500	

**THE CONTACT RECORDS REPORTED: JOHN E. TOBIN**

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	John E.	Tobin	Executive Director	New Hampshire Legal Assistance	117 North State Street	Concord	NH	3301	603-224-4107 Ext. 2816	jrobin@nhla.org
Participating Vendor										
Demandbase	John E.	Tobin Jr.		New Hampshire Legal	117 North State Street	Concord	NH	3301		
idEXEC	John E.	Tobin Jr.		New Hampshire Legal Assistance	117 North State Street	Concord	NH	3301		
Jigsaw										
Lead411										
NetProspex	John E.	Tobin Jr.	Executive Director	New Hampshire Legal Assistance	1361 Elm Street	Manchester	NH	3101	(800) 562-3174	jrobin@nhla.org
OneSource										
SalesGenie										
Selectory*	John	Tobin	Principal	New Hampshire Legal Aid/New Hampshire Legal Assistance	24 Opera House Sq.	Claremont	NH	03743-5408	603-542-8795	
Zapdata										
ZoomInfo	John E.	Tobin Jr.	Executive Director	New Hampshire Legal Assistance	1361 Elm Street	Manchester	NH	03101	603-542-8795	

\*Selectory provided 3 different records for John Tobin.

**THE CONTACT RECORDS REPORTED: BRIAN A. NESTER**

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Brian A.	Nester	Senior VP, Physician Hospital Network Development	Lehigh Valley Hospital and Health Network	1650 Valley Center Parkway	Bethlehem	PA	18017	603-224-4107 Ext. 2816	brian.nester@LVH.com
Participating Vendor										
Demandbase	Brian A.	Nester		Lehigh Valley Hospital and Health Network	1650 Valley Center Parkway	Bethlehem	PA	18017		
idEXEC	Brian A.	Nester		Lehigh Valley Hospital and Health Network	1650 Valley Center Parkway	Bethlehem	PA	18017		
Jigsaw	Brian A.	Nester		Lehigh Valley Hospital and Health Network	1200 S Cedar Crest Blvd	Allentown	PA	18103-6202	610-402-8000	brian.nester@lvh.com
Lead411										
NetProspex										
OneSource										
SalesGenie										
Selectory	Brian A.	Nester	Senior Vice President, Physician	Lehigh Valley Hospital Inc.	P.O. Box 689/ 1200 S Cedar Crest Blvd	Allentown	PA	18105-1556/ 18103-6202	610-402-8000	
Zapdata										
ZoomInfo	Brian A.	Nester	FACOEP Senior Vice President and Physician Practice	Network Development Lehigh Valley Hospital	1650 Valley Center Parkway	Allentown	PA			

**THE CONTACT RECORDS REPORTED: MICHAEL S. HYATT**

	<b>First Name</b>	<b>Last Name</b>	<b>Title</b>	<b>Company</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>	<b>Office Phone</b>	<b>Email</b>
Correct Data	Michael S.	Hyatt	President and Chief Executive Officer	Thomas Nelson	P.O.Box 141000	Nashville	TN	37214	615-902-1100	mhyatt@thomasnelson.com
Participating Vendor										
Demandbase	Michael S.	Hyatt		Thomas Nelson	P.O.Box 141000	Nashville	TN	37214		
idEXEC	Michael S.	Hyatt		Thomas Nelson	P.O.Box 141000	Nashville	TN	37214		
Jigsaw	Michael S.	Hyatt	President and Chief Operating Officer	Thomas Nelson	501 Nelson Pl	Nashville	TN	37214-3600	615-902-1100	mhyatt@thomasnelson.com
Lead411	Michael S.	Hyatt		Thomas Nelson	P.O.Box 141000	Nashville	TN	37214		mhyatt@thomasnelson.com
NetProspex	Michael S.	Hyatt	Chief Executive Officer	Thomas Nelson	501 Nelson Pl	Nashville	TN	37214	(615) 889-9000	publicity@thomasnelson.com
OneSource	Michael S.	Hyatt		Thomas Nelson	P.O.Box 141000	Nashville	TN	37214		
SalesGenie	Michael S.	Hyatt		Thomas Nelson Inc.	P.O.Box 141000	Nashville	TN	37214		
Selectory	Michael S.	Hyatt	Chief Executive Officer, President	Thomas Nelson	501 Nelson Pl	Nashville	TN	37214-3600	615-889-9000	
Zapdata	Michael S.	Hyatt	President	Thomas Nelson Inc.	501 Nelson Pl	Nashville	TN	37214		
ZoomInfo	Michael S.	Hyatt	President, Chief Executive Officer	Thomas Nelson Publishers	501 Nelson Pl	Nashville	TN	37214	615-889-9000	

**THE CONTACT RECORDS REPORTED: JIM CAREY**

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Jim	Carey	Adjunct Professor	Northwestern University Medill School	1870 Campus Drive	Evanston	IL	60208	none	JimCarey@northwestern.edu
Participating Vendor										
Demandbase	Jim	Carey		Northwestern University Medill School	1870 Campus Drive	Evanston	IL	60208		
idEXEC	Jim	Carey		Northwestern University Medill School	1870 Campus Drive	Evanston	IL	60208		
Jigsaw										
Lead411										
NetProspex										
OneSource										
SalesGenie										
Selectory										
Zapdata										
ZoomInfo	Jim	Carey	Adjunct Professor, Direct, Database, and E-Commerce Marketing	Northwestern University Medill Integrated Marketing Communications Program		Evanston	IL	60208	847-274-7682	JimCarey@northwestern.edu

**THE CONTACT RECORDS REPORTED: CARMEN J. CONICELLI JR**

	<b>First Name</b>	<b>Last Name</b>	<b>Title</b>	<b>Company</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>	<b>Office Phone</b>	<b>Email</b>
Correct Data	Carmen J.	Conicelli Jr.	Chief Financial Officer	Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007	856-547-3488 Ext	cconicelli@edmundoptics.com
Participating Vendor										
Demandbase	Carmen J.	Conicelli Jr.		Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007		
idEXEC	Carmen J.	Conicelli Jr.		Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007		
Jigsaw	Carmen	Conicelli	Chief Financial Officer	Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007	856-547-3488	cconicelli@edmundoptics.com
Lead411										
NetProspex										
OneSource	Carmen	Conicelli		Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007-1380	856-547-3488	
SalesGenie	Carmen	Conicelli		Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007		
Selectory	Carmen	Conicelli	Chief Financial Officer	Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007	856-547-3488	
Zapdata	Carmen	Conicelli	Chief Financial	Edmund Optics Inc.	101 East Gloucester Pike	Barrington	NJ	08007-1331		
ZoomInfo										

**THE CONTACT RECORDS REPORTED: MARCIA EL-BAZ**

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Marcia	El-Baz	Partner	Lutz & Carr CPA's LLP	300 East 42 Street	New York	NY	10017	212-697-2299	melbaz@ lutzandcarr.com
Participating Vendor										
Demandbase	Marcia	El-Baz		Lutz & Carr CPA's LLP	300 East 42 Street	New York	NY	10017		
idEXEC	Marcia	El-Baz		Lutz & Carr CPA's LLP	300 East 42 Street	New York	NY	10017		
Jigsaw	Marcia	El-Baz	Certified Public Accountant	Lutz & Carr CPA's LLP	300 East 42 Street	New York	NY	10017-5947	212-697-2299	melbaz@ lutzandcarr.com
Lead411										
NetProspex										
OneSource										
SalesGenie										
Selectory	Marcia	El-Baz	Principal	Marcia El-Baz CPA	correct home address was provided; deleted for privacy				correct home phone was provided; deleted for privacy	
Zapdata	Marcia	Baz	Member	Lutz & Carr	300 East 42 Street Rm 80	New York	NY	10017-5939		
ZoomInfo										

**THE CONTACT RECORDS REPORTED: SEAN CLEMMONS**

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Sean	Clemmons	Vice President of Consulting	Piraeus Data LLC	157 Yesler Way	Seattle	WA	98104	none	seanc@piraeusdata.com
Participating Vendor										
Demandbase	Sean	Clemmons		Piraeus Data LLC	157 Yesler Way	Seattle	WA	98104		
idEXEC	Sean	Clemmons		Piraeus Data LLC	157 Yesler Way	Seattle	WA	98104		
Jigsaw	Sean	Clemmons	Liason	Microsoft Corporation	1 Microsoft Way	Redmond	WA	98052	425-703-0354	
Lead411										
NetProspex										
OneSource										
SalesGenie										
Selectory	Sean	Clemmons	Partner	Piraeus Data LLC	157 Yesler Way	Seattle	WA	98104-2588	206-577-0025	
Zapdata	Sean	Clemmons	Partner	Piraeus Data LLC	157 Yesler Way	Seattle	WA	98104-2588		
ZoomInfo										



**THE CONTACT RECORDS REPORTED: PHYLLIS R. KRAMER**

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Phyllis	Kramer	Senior Director, Global Relationship Management	USTglobal	120 Vantis	Aliso Viejo	CA	92656	disguised	disguised
Participating Vendor										
Demandbase	Phyllis	Kramer		USTglobal	120 Vantis	Aliso Viejo	CA	92656		
idEXEC	Phyllis	Kramer		USTglobal	120 Vantis	Aliso Viejo	CA	92656		
Jigsaw										
Lead411										
NetProspex										
OneSource										
SalesGenie										
Selectory	Phyllis	Kramer	Partner	Engineered Software	856 N Monterey St	Alhambra	CA	981801-1574	626-570-8028	
Zapdata										
ZoomInfo	Phyllis	Kramer	Vice President of Marketing (past)	Privacy Inc.						

**THE CONTACT RECORDS REPORTED: THERESA KUSHNER**

	First Name	Last Name	Title	Company	Address	City	State	Zip	Office Phone	Email
Correct Data	Theresa	Kushner	Director, Customer Intelligence	Cisco Systems	170 West Tasman Drive	San Jose	CA	95134-1706	408-526-8774	thkushne@cisco.com
Participating Vendor										
Demandbase	Theresa	Kushner		Cisco Systems	170 West Tasman Drive	San Jose	CA	95134-1706		
idEXEC	Theresa	Kushner		Cisco Systems	170 West Tasman Drive	San Jose	CA	95134-1706		
Jigsaw	Theresa	Kushner	Director, Integrated Customer Intelligence	Cisco Systems	170 West Tasman Drive	San Jose	CA	95134-1700	408-526-8774	thkushne@cisco.com
Lead411										
NetProspex	Theresa	Kushner	Director of Customer and Marketing Intelligence	Cisco Systems	170 West Tasman Drive	San Jose	CA	95134-1706	408-526-4000	tkushner@cisco.com
OneSource										
SalesGenie										
Selectory										
Zapdata										
ZoomInfo	Theresa	Kushner	Director of Customer Intelligence	Cisco Systems						

## THE SALES TERMS

While we had no intention of asking about pricing, we did want to learn whether the vendors are willing to sell small amounts of data for one-off campaigns, or whether they insist on annual subscriptions by the seat. Three vendors did not provide an answer to this question.

Here is how the vendors responded to the following:

*Please describe your sales terms. For example, do you sell only through annual subscription? Can marketers purchase data from you on a one-off basis? Note: We are **not** asking for pricing information here.*

Participating vendor	
Demandbase	Demandbase sells our data and solutions directly online at <a href="http://www.demandbase.com">www.demandbase.com</a> , through our direct sales force, and through channel partners. Customers are offered \$20 of free contacts upon registration, and can thereafter purchase contacts one at a time or in bulk without a subscription. Corporate volume discounts are also available for larger purchasers.
idEXEC	
Jigsaw	Our sale model is varied. Customers can purchase static one-off data purchases (lists, bulk uploads), or they can buy annual subscriptions. The big differentiator is that in either model, the customer owns the data. Unlike one-time list rental, or one-year licenses, with our competitors, Jigsaw lets you own it in perpetuity. For static purchase, you don't get updates, in subscription model you do, but either way, with Jigsaw, you buy it once and own it forever.
Lead411	Monthly/annual subscription or \$0.25 a record for lists.
NetProspex	NetProspex provides both annual subscriptions and one-off purchase. No limits on amount of contacts. Product is an online self-service model with detailed selection criteria. Users can pick exact contacts they want from preview information provided in results sets.
OneSource	A OneSource subscription is available on an annual basis. Marketers can also purchase on a one-off basis and clients can generate lists pertinent to their needs.
SalesGenie	
Selectory	Selectory is sold as an annual subscription and is available in a variety of different slices and pricing options. Users can customize their database by geography, company size, industry and more.
Zapdata	We sell a single company report or a list online on a pay-as-you-go basis and a one-off basis. We also offer prepaid contracts but no subscription. In a prepaid contracts your purchases are deducted from your balance.
ZoomInfo	

## OBSERVATIONS ABOUT THE DATA

Going into this study, we figured that, because B-to-B data is a mature category, most vendors have fairly similar access to information about U.S. businesses. We also assumed that data accuracy would be a serious problem, on the grounds that we don't know any business marketer who doesn't complain endlessly about data quality.

We were surprised on both fronts. First, we did not expect such a wide variance among company counts and contact counts reported by various vendors. In SIC 32, stone, clay and glass products, for example, when we asked how many companies each vendor had on file, the counts ranged from 385 to 36,382, with all kinds of quantities in between.

In terms of completeness, the least likely data element to be available was email address, followed by fax number. This probably reflects the relative recency of these media as business communications tools.

Second, we were pleasantly surprised by the level of data accuracy revealed in this study. When vendors reported having the individual's record, it was correct in the vast majority of cases.

The major problem was in coverage. The number of vendors reporting no record on any given individual ranged from a minimum of three to a high of seven. Among the ten individuals, the higher ranking business people (CEO, president) tended to enjoy better coverage among the data providers.

## ADVICE TO BUSINESS MARKETERS ORDERING COMPILED DATA ONLINE

Analysis of these results suggests that business marketers should exercise caution when ordering data from compilers. Marketers are advised to develop a detailed ordering methodology, to increase the likelihood that the data they receive is what they were seeking.

Some guidelines:

- Given the wide variances in data quantity and quality, it's essential that you investigate thoroughly the data sources and maintenance practices of the vendors you are considering.
- Do not assume that all subsidiaries of large compilers will have the same data. SalesGenie, OneSource and idEXEC are all units of InfoGroup. Selectory and Zapdata are divisions of D&B. All showed dramatic differences.
- When you do place your order, be very specific about industry selections. Find out if the vendor uses SIC, or some kind of conversion algorithm. Not that any method is wrong—just that you want to know exactly what you are getting.
- Keep an eye out for vendor specialization by industry. NetProspex, for example, appears to have particular depth in the business services category, but does not cover education at all.
- It's a good idea to conduct a comparative test before you buy. One way to do this is by running an append test, sending each potential vendor a list of 5000 of your house names and asking them to add data fields. Be sure you include a few dozen records on which you know the "truth," to assess accuracy of what comes back. Another method is to order a sample of names, and verify their accuracy by telephone.

We hope our research is useful to business marketers who are renting or buying data online. This information will serve as a guide as you conduct your due diligence.



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(October 2005)

“Keep it Clean: Address Standardization Data Maintenance for Business Marketers”  
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(March 2006)

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