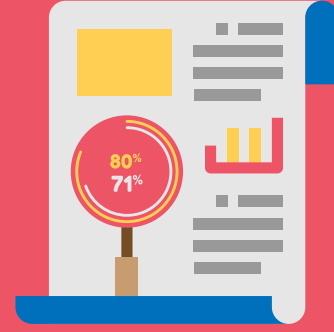


Optimize your B2B marketing: Become a data master!

Data driven marketing is essential, with 78% of B2B buyers saying they won't respond to a marketing communication unless it uses their name.

To get incredible marketing results, we need to become masters of our data!

Whilst nearly **80% of B2B marketers** say they're driven by data, 71% of them are missing the data needed to run fully effective marketing campaigns.



What problems do we face when working with data?

Data changes fast

On average, every 30 minutes 75 business phone numbers change, 120 business addresses are altered and 30 new businesses are formed – **keeping up is literally impossible!**



Inaccuracy

On average, data held by marketing has a very low accuracy level of 10–20%, and that's mainly due to **typing errors upon entry and incomplete data sections.**



Storage

Finding both **hardware and software up to the challenge** of organizing and storing huge quantities of data securely is a problem faced by businesses everywhere, with no quick fix.



Compliance

This isn't really a problem, but it's a vital part of working with data. Ensuring all systems surrounding data are **compliant to the necessary regulations** is essential.



Data masters, it's time to get your data sorted!
Here are some top tips to get you started:

Know what you need

Understand how your team qualify business leads, so you know **exactly what data to gather and store.** Only keep what you need.



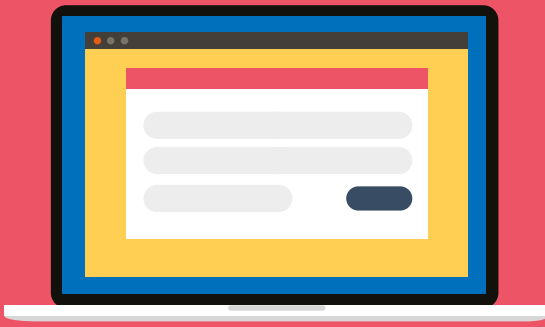
Get categorization sorted

Ensure your data is **well organized and saved into categories** such as industry or job title, to benefit your marketing communications and campaigns.



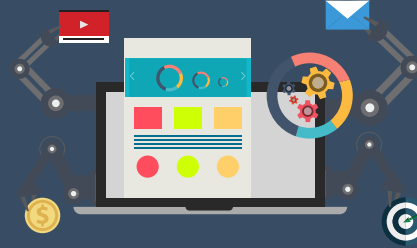
Know how you'll get it

Keep forms fills short and sweet – the more you leave to external forces, the less power you have over data accuracy.



Discover what's possible

As technologies advance, **artificial intelligence will see personalization and workflows evolve to greater heights;** with your data in line, you'll be ready to embrace the possibilities!



Lead Forensics can help get you on the road to data masterdom, by **identifying your anonymous business website visitors.** With contact details for key decision makers and a full online journey breakdown, you'll be ready to make instant and impactful contact with your hottest leads.

Get started today, and book your free demo and no obligation trial!

GET STARTED