



A Deep Dive into B-to-B Prospecting Databases: How Seven Data Suppliers Compare

By Bernice Grossman and Ruth P. Stevens

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Executive Summary

In a new direction for our ongoing research into B-to-B data sources available to marketers, this white paper evaluates the depth of the B-to-B data available to marketers for prospecting purposes. Seven data suppliers participated in this year's study, and the depth of data available in company records varied considerably among vendors. We conclude that, in terms of the depth of data available on prospective customers, B-to-B marketers have data available to them for analysis and selection that is as rich and productive as that available to consumer marketers. But, as in the past, we continue to urge marketers to access data from multiple sources to gain maximum market coverage. We also suggest that marketers who order prospecting data ask vendors very carefully about the nature of the data sources and compilation methods they use. Finally, we recommend that marketers conduct a pre-test of the data to assess its applicability to their particular marketing need.

In a departure from our past studies, this year we decided to research the depth of data available to B-to-B marketers for prospecting purposes. Our thinking was that, while marketers certainly seek coverage of their market segment, they also can benefit from the availability of a rich variety of data elements in any given account record. This is especially true of marketers who build predictive models or look for particular variables by which to segment and refine their data selections.

We identified a variety of suppliers, of both compiled and response files in business markets, who offer considerable richness in prospecting records.

Invited to participate were:

- ALC
- D&B
- Harte-Hanks
- HG Data
- IDG
- Infogroup
- Mardev DM2
- NetProspex
- OneSource
- ReachForce
- Salesforce.com
- Stirista
- Worldata
- ZoomInfo

We were very pleased that seven suppliers joined the study, and we extend our gratitude to them. The participants who contributed information on their “deep data” are:

- ALC
- Harte-Hanks
- HG Data
- Infogroup
- OneSource
- Salesforce.com
- Stirista

The scope and intent of the study

To get at the question of how much data richness is available about specific target accounts, we needed a different approach from that used in our earlier research on the completeness and accuracy of compiled and response databases as a whole. Where possible, we tried to maintain some semblance of comparability with prior studies.

As with our earlier data studies, we invited the participants to provide a description of their offering and how it differs from that of their competitors. We then provided them with a list of the fields we might have expected to see in a company's data record, ranging from contact information to firmographics,

like year established, industry codes, employee size and so forth. We then invited participants to share any additional fields that they offer.

To get at the question of coverage, we also asked them to tell us the number of records for which each data element was available. And to put all vendors, large or small, on a level playing field, we asked them to report on the percentage of their file that the counts represented. With this data point, readers will have a better idea of the likelihood that they will be able to get any given element. For example, a supplier might have 100% of its file with SIC, but only 3% of its file with the year the firm was established.

Recognizing that many marketers use these data elements as a way to predict the value of the target company to their marketing efforts, we asked the vendors to identify the fields that have the most predictive value for their clients. And, because model-building often produces surprising results, we asked the vendors to share any variables that proved to be unexpectedly useful for marketers.

In an effort to get some insight into the question of the accuracy of the deep data available, we asked the participants to provide sample records from five well-known firms: USG, Macy's (Federated Department Stores), Monsanto, MetLife and Dell. We ask our readers to eyeball the data and draw their own conclusions. Just as vendors often determine the validity of a field by the number of times it appears in disparate sources, we expect a field that is consistently reported by multiple vendors might likely be accepted as accurate.

In a "be careful what you ask for" moment, we quickly realized that the data supplied by participating vendors is far too voluminous and complex to publish in full in this white paper. In fact, two of the participants specialize in compiling detailed profiles on the technology installed in companies, driving the number of fields on each company record into the thousands. So, we are reporting only partially on the data submitted here—for example, answers to the simpler questions, and answers that allow for easy comparative viewing. The heftier answers are available in a [spreadsheet](#) where readers can access and view the enormously rich and varied "deep data" that illustrates the abundance of prospecting data available to marketers today.

We opened the survey with a qualitative question, inviting the vendors to explain, in their own words, their competitive positioning in the marketplace.

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 B-to-B data product/service as it pertains to data depth, including how you are positioned, meaning your competitive differentiation. In short, this question is, "Who are you, when it comes to the depth of your data, and how are you different?"

ALC

In addition to delivering broader coverage of the nation's businesses, ALC B2B provides deeper penetration into key contacts within each company than any other B2B lead provider. More breadth—from SOHO to Fortune 1000; and more depth—more executives by title and job function.

ALC B2B is one of the few original compilers of multi-level business data. Our unique data aggregations such as Female Executives, eCommerce Decision Makers, and Minority Owned Businesses, keep marketers in touch with hot business segments.

ALC B2B offers true multichannel marketing—providing data for postal, email, phone and data driven digital display advertising (including video and mobile marketing).

Harte-Hanks

Since 1969, the Ci Technology Database (CiTDB) has been helping technology vendors reach the right decision-makers at the right companies by providing indispensable intelligence on the business technology market. Every day, we collect and compile information on installed technology, purchase plans and key decision-makers on millions of businesses from a variety of sources. Technology companies use this intelligence to increase their sales and marketing productivity by targeting their messages to companies and contacts with the highest likelihood of purchasing their products. Technology marketers use the CiTDB to:

- 1) Identify market segments with the greatest potential for your product or service,
- 2) Improve response rates on marketing programs,
- 3) Align sales channels and territories based on market segmentation analytics and IT opportunities,
- 4) Identify businesses with the highest likelihood of having installed complementary technologies and
- 5) Enhance current customer/prospect files with detailed technology profiles and new contacts.

HG Data

HG Data is the only provider of installed technology data for North America with the scale and accuracy necessary to support rapidly growing b2b marketing and sales organizations.

Every day, we scan more 1.2b+ unstructured data objects across the open Internet—items like job postings, b2b social media postings, press releases, case studies and much more—to produce a detailed census of who is using what technology products at which companies and at which locations.

After applying proprietary HG Data algorithms, we are then able to produce more than 7.7m+ contact records across more than 500,000+ companies with coverage across more than 2,800+ technology products. We are rapidly growing this coverage with 100 new technologies added per month.

We are lucky to be working with some of the largest technology companies in the world who have validated our data at 90%+ accuracy.

Infogroup

Infogroup specializes in the collection and verification of firmographic and high-value data for marketing, research and point-of-interest applications. Data depth can be casually achieved when accuracy is irrelevant. Rather, Infogroup builds depth and validation in concert to produce actionable results. In addition to the hundreds of location and executive-specific variables, Infogroup assembles long-tail attributes through innovative social media partnerships and industry focused analysis.

Infogroup also allows our customers the unique opportunity to customize data depth through Data Axle Services™, utilizing our in-house call center and compilation specialists to collect attributes of their choice to enrich insights and improve target segmentation.

Infogroup data powers the world's top search engines and enhances the leading in-car navigation systems in North America. Our commitment to adding depth through validation and our ability to build data solutions specific to customer need proves Infogroup a key partner to the CMO and the small business owner alike.

OneSource

OneSource offers comprehensive global company and contact coverage: full corporate family trees, SWOT and Analyst reports, financial data, contacts,

emails, social media content, news, trigger events, deep industry research, and many other data points. We take a unique approach to the challenge of keeping our database at industry-leading standards of accuracy with our LiveContent™ platform, which combines best in breed data collection and integration methods. We incorporate content from over 60 data partners and enhance it with data from thousands of news sources and social media feeds into what we call the Best Record. OneSource's approach is unique in an industry where most business information providers rely on one or two facets of our LiveContent model. Each aspect of the model has pros and cons, and interweaving them allows OneSource to pull the best data from each source and ultimately publish the highest quality data.

Salesforce.com

Data.com is the ONLY prospecting and data cleansing solution delivered natively on the Salesforce platform. Data.com is a foundational data source that provides customers with a basis for a proactive data maintenance strategy. Data.com integrates D&B's leading business data right inside Salesforce and keeps it up to date in real time. Data.com provides customers with the power of prospecting inside Salesforce driving pipeline growth as well as increased productivity. Customers no longer have to leave Salesforce to dig for possible prospects, but rather target those most likely to buy within a matter of seconds. Data.com provides customers with enriched insights on their prospects and customers allowing for more targeted prospecting, enhanced territory planning, increased renewal rates, and proactive account management, all within Salesforce.

Stirista

Stirista's 18MM b2b contacts consist of business card information of C-Level executives down to the intern at the company. Our ability to hone in on key non-decision makers can often help companies push a soft sell. Besides the standard information sheet, Stirista enhances its b2b profiles by adding demographic information such as gender and linguistic preference. This provides a holistic insight into a contact, bringing alive a business card. In addition, Stirista's sourcing, which does not depend on crowdsourcing or crawling alone, ensures that the data is a step ahead of its competitors.

Now, on to the quantitative questions.

The field counts reported

We provided a list of 30 fields that one might expect to see in a detailed company record. Participants were asked to tell us the equivalent name they use for these fields, and share their counts and the percentages those counts represented.

We also asked them to add the additional fields on their files, and this is where things became interesting. In some cases, we received thousands of additional fields from participating vendors. Clearly, there is a lot of data out there for marketers to access.

Due to space limitations, we are showing in this document only the comparative counts and percentages on the 30 suggested fields. Please see the [accompanying spreadsheet](#) for complete details of the fields submitted by the participating vendors.

Here are the counts provided against the list of suggested fields, in response to the question, *Please provide a list of the data fields you offer in a corporate record at the headquarters level (U.S. only).* Below, we list some typical fields one might expect on a company record.

Suggested fields	ALC	Harte-Hanks	HG Data	Infogroup	OneSource	Salesforce	Stirista
Company name	3,141,702	3.5 million+	515,892	5,014,165	13,768,972	65,628,022	17,834,322
Address line 1 (HQ)	9,609,502	3.5 million+	515,892	4,960,699	13,056,617	62,888,082	17,834,322
Address line 2 (HQ)	2,512,341	3.5 million+	515,892		3,002,933		
City	9,609,502	3.5 million+	515,892	5,014,165	13,768,963	65,628,027	17,834,322
State	9,609,502	3.5 million+	515,892	5,014,165	13,768,940	65,628,027	17,834,322
Zip+4	9,609,502	3.5 million+	515,892	5,014,165	13,768,811	65,628,027	17,834,322
Telephone (HQ)	9,128,747	3.5 million+	130,024	5,011,866	13,704,068	39,813,350	17,834,322
Toll-free number		3.5 million+		189,995	514,469		10,834,322
Website URL	6,166,315	1 million+	515,892	1,255,372	3,713,227	3,416,525	17,834,322
Number of sites		3.5 million+	515,892		15,575,747	542,408	
Number of employees	8,535,854	3.5 million+	515,892	4,955,824	13,594,378	51,408,468	16,688,823
Number of contacts	9,609,502	3.5 million+	515,892		26,284,391	9,171,024	17,834,322
Year established		500,000+		409,742	819,592	50,697,517	13,488,432
Fiscal yearend	1,488,913	500,000+			63,527		
Sales volume (total company)	8,618,739	3.5 million+	515,892	18,904	11,555,800	48,892,522	16,688,823
NAICS	426,729	3.5 million+		5,011,181	13,768,268	65,627,946	16,688,823
SIC	10,489,831	3.5 million+	515,892	5,014,165	13,768,268	65,628,028	16,688,823
Female executive/owner indicator	2,967,576	N/A		930,283	N/A	65,620,591	1,723,993
Foreign parent indicator		3.5 million+		2,046			
Fortune Magazine ranking	189,065	1,000		975	998	56,051	1,683,992
SOHO business indicator	12,952,458	???		1,158,796	2,497,938	65,453,753	
Franchise indicator		N/A		15,680	N/A		
Growing/Shrinking indicator		3.5 million+		46,545	7,264		
High-tech business indicator		3.5 million+		90,647			
Import/Export code		N/A		18,975	N/A		
New business code		N/A		1,750,944	N/A		
Public/Private indicator	71,582	N/A		5,014,165	8,715	65,627,018	
Stock exchange ticker symbol	71,362	N/A		7,240	8,679	7,145	
Public filing indicator		N/A		14,865	6,629		
Import / Export business indicator		N/A		18,975	N/A		

The field count percentages reported

Here are the percentages by which each field appears in each vendor’s file, in response to the question, *Convert the counts to a percent of your total number of company records, to indicate how likely a marketer is to be able to get that data. This information also allows us to provide a reasonable comparative context for files of differing sizes.*

Suggested fields	ALC	Harte-Hanks	HG Data	Infogroup	OneSource	Salesforce	Stirista
Company name	33%	100%	100%	100%	100%	100%	100%
Address line 1 (HQ)	100%	100%	100%	99%	95%	96%	100%
Address line 2 (HQ)	26%	100%	100%		22%		
City	100%	100%	100%	100%	100%	100%	100%
State	100%	100%	100%	100%	100%	100%	100%
Zip+4	100%	100%	100%	100%	100%	100%	100%
Telephone (HQ)	95%	100%	25%	100%	100%	61%	100%
Toll-free number		100%		4%	4%		61%
Website URL	64%	~34%	100%	25%	27%	5%	100%
Number of sites		100%	100%		113%	1%	
Number of employees	89%	100%	100%	99%	99%	78%	94%
Number of contacts	100%	100%	100%	100%	100%		100%
Year established		~25%		8%	6%	77%	76%
Fiscal yearend	19%	~25%			0%		
Sales volume (total company)	90%	100%	100%	0%	84%	75%	94%
NAICS	5%	100%		100%	100%	100%	94%
SIC	109%	100%	100%	100%	100%	100%	94%
Female executive/owner indicator	31%	N/A		19%		100%	10%
Foreign parent indicator		100%		0%			
Fortune Magazine ranking	2%	100%		0%	100%	0%	9%
SOHO business indicator	100%	100%		23%	18%	100%	
Franchise indicator		N/A		0%			
Growing/Shrinking indicator		100%		1%	0%		
High-tech business indicator		100%		2%			
Import/Export code		N/A		0%			
New business code		N/A		35%			
Public/Private indicator		N/A		100%	100%	100%	
Stock exchange ticker symbol	1%	N/A		0%	0%	1%	
Public filing indicator	1%	N/A		0%	76%		
Import / Export business indicator		N/A		0%			

Predictive fields reported

Respondents provided very interesting insights into the “deep data” fields that had proven to predict valuable insights for their clients, in response to the question, *Based on the experience of you and your customers, please identify the 5 fields that are most predictive of marketing results.* We found these fields, and

the associated commentary, enlightening. Readers may wish to test some of these fields as selects and/or model-building elements, keeping in mind the noticeable differences among the various vendors' approaches to data acquisition and usage.

ALC

FIELD	COMMENTS
Executive Title/ Job Function	The ability to target the right executive with the job function that meets the targeting criteria for a client's product/service is paramount. We are continually vetting new, unique sources of data to enable us to increase the depth of our reach into America's corporations. With our latest update, we increased the following key titles in our Executive Masterfile database - and added new, highly sought-after titles. (See chart below.)
Industry Employee Size Sales Volume	ALC's Executive Masterfile provides the opportunity to test market segments by a multitude of business firmographics, including Industry, Annual Revenue, Company Size, etc.
Fortune Flag	For access to the largest companies, ranked by revenue, ALC hand-compiles a database containing the Fortune1000 and Top 2000 companies - allowing marketers to reach the influential players in the American economy.

Harte Hanks

FIELD	COMMENTS
IT Spend Totals	IT Spend provides modeled totals for common IT budget areas. Total IT Spend information is a discrete number that is most commonly used to size and segment marketing lists for targeted campaigns. IT budgets are also insightful when linked to other planned information to determine if a site is the right size for a specific product set. They are based on local currency.
IT Technology Installation Totals	Harte-Hanks continues to expand upon the types of technologies modeled in the CiTDB. Modeled amounts for these technologies are developed through statistical analysis of data obtained from a representative survey of 7,000 business sites in the United States. Extensive data cleaning, outlier checking and variable transformations are performed which, in conjunction with validation tests on hold-out data, help ensure that the models yield accurate estimates.

Vendor Presence
Vendor presence provides additional information on the products installed at the site. For example, information about the specific series of server or type of software will be offered in this section. Determining the product specifics to include or exclude in a campaign list can increase response rates, and help segment potential companies for product-specific messaging.

IT Initiative Models
IT Initiatives include all the planned IT purchases that are discovered by the Harte-Hanks syndicated interviews. There are several premium initiatives available in CiTDB 2011 using the same scoring method as in the Presence Install section.

Key purchase indicators such as Cloud Computing
Leveraging over 40 years of experience in the B2B technology market, Harte-Hanks Market Intelligence has developed a series of scores that predict the likelihood that a specific technology is present or planned at a business location. These scores are based on Harte-Hanks Market Intelligence's quantity and depth of technology installations, planned purchases and business initiatives throughout the United States and Canadian markets. Marketing departments may improve their marketing ROI by aligning marketing resources with the most profitable segments of the market for their product or service. Each score is divided into 5 tiers, (1 – 5), with 5 being the highest tier that predicts the most likely locations to have the install or be in the purchase cycle of the stated category.

HG Data

FIELD	COMMENTS
Vendor Technology Technology last verified Intensity (number of confirmations) Technology verification history	HG Data customers are using the combination of vendor, technology, technology last verified, and intensity to create predictive models to forecast: a) purchases cycles for how frequently a customer's purchase or upgrades a certain type of product (e.g., IT infrastructure replacement cycles) b) if a customer is likely to switch vendors based on changes to their environment (e.g., if a customer has recently purchased more laptops or tablets, how likely are they to switch endpoint security/ anti-virus vendors) c) likelihood to move from one product to another product (e.g., how likely is a small business to move from excel to Quickbooks to ADP).

Infogroup

FIELD	COMMENTS
Employment Size (location and corporate)	(No commentary was provided.)
Primary Industry / SIC	
Franchise Code	
Sales Volume (location and corporate)	
Credit Code	

OneSource

FIELD	COMMENTS
Venture Capital	Venture Capital Triggers provide information on organizations that are getting new money and have a need or desire to spend. These organizations have cash on hand that is usually spent on marketing initiatives, new and expanded technologies and hiring initiatives in an effort to increase growth, which will justify the recent external investment and increase the probability of additional rounds of funding. Additionally, companies receiving venture capital funding represent companies that are up-and-coming in a given industry, which may characterize an opportunity that can be harvested as the organization grows in size and reputation.
Executive Changes - By Function	Executive Change Triggers allow you to track key decision makers and provide insight into new opportunities as well as possible threats to existing accounts. When a decision maker departs from an existing account it can represent a threat if that individual was a champion of your product, while it could inversely represent an opportunity if that departing individual was seen as blocking your organization's entry into the account. Additionally, when a new executive appears at a target account they usually operate as an agent of change for the organization, often purchasing new technologies to help achieve stated targets and demonstrate their worth at company. Executive Change Triggers are categorized by job function providing a direct path to executive contacts and decision makers that would be most interested in a given product or service.

Hiring Initiatives	Hiring Initiative Triggers depict a sign of positive growth and potential for sales opportunities. Often companies that are hiring new employees are developing new products or attempting to sell and support a new product on the market. These organizations mostly have new revenue targets associated with the new head count, which characterizes the need for a whole range of services from marketing to increased software and hardware licenses.
Prospectability	Prospectability is a OneSource proprietary score which identifies how good a particular prospect is for a given company/sales rep at a given point in time. Factors in determining the score include: is the company in the target company's / sales's reps target territory, do we have the name of the contact in the job function that is normally targeted, is supplementary information available to help with making contact and targeting the messaging (e.g., email, direct dial, contact biography info, social media, etc.), and the number of recent Sales Triggers occurring for a given prospect based on the personalization setting for the particular company / sales rep.
Contact in Job function being targeted	While having the traditional company data points, such as size of company (employees, revenue, etc.) and industry the company is, are as always required to help target marketing efforts, it is particularly helpful to know the right person to be contacting at those companies which is why we have put a focus on the quantity and quality of contacts we provide in our products.

Salesforce.com

FIELD	COMMENTS
Marketing Pre-screen	Based on the standard Commercial Credit Score, but grouped into risk ranges.
Marketing Segmentation Cluster	Marketing Segmentation Clusters represent 22 distinct, mutually exclusive profiles resulting from a cluster analysis of U.S. D&B data.
Primary 4 Digit SIC Code	The first-listed SIC code represents the primary operations of the business. (Provides insight into how the business operations and the potential need for a product or service).
Primary 4 Digit SIC Code description	A narrative description of the operations or activities of the business. Relates to the primary four-digit 1987 US SIC.

Employees Total The total number of employees in the business organization; it should include subsidiary and branch locations. (Provides insight into the potential need for certain services or products based on the employee size, e.g., software licenses, office furniture, phone lines, etc.)

eCommerce Enabled With over 395,000 companies that have eCommerce-enabled websites, ALC's eBusiness Intelligence database allows marketers to connect with corporations conducting sales on the internet.

Keyword Advertisers Our eBusiness Intelligence file provides detailed data about a company's website complexity and popularity - and a unique view into corporations who self-identify through keyword SEO and SEM.

Stirista

FIELD	COMMENTS
Title	(No commentary was provided.)
Level	
Department	
Revenue	
SIC	

Unexpectedly predictive fields

We were also fascinated by the fields submitted in response to the question, *Please tell us if there were any additional fields that surprised you with their predictive ability, and add any relevant discussion or background information.* We asked this question given our own experiences with unexpectedly predictive fields, like the famous story of a compiler's having included the data field "size of Yellow Pages ad" when gathering business listings from Yellow Pages content years ago, only to learn that clients actually found the field useful. Apparently, a large ad in the Yellow Pages—presumably representing size of marketing budget—turned out to be indicative of responsiveness to marketing messages from other sellers. We hoped that participants would reveal similarly unexpected opportunity for fellow marketers.

ALC

FIELD	COMMENTS
Location Type	Headquarters vs. Branch vs. Plant, etc. - help marketers better target the right decision makers in the corporate family tree.
SOHO	Small business executives have shown to be quick to respond to both business and consumer offers. ALC's Small Business Selector allows marketers to reach business owners and executives at businesses with 50 or less employees - at both home- and business-based companies.

Harte-Hanks

FIELD	COMMENTS
The Installation Likelihood Score (fields ending with "ILS") is an indicator that a given business location has a specific technology installed at that location. It can help you more effectively target key market sub-segments, thereby matching your message and offer to an audience that has a real need for your solutions.	Harte-Hanks Market Intelligence has leveraged decades of experience and knowledge acquired from monitoring the business technology market to develop its installation likelihood and purchase likelihood scores. These scores are driven by data collected from a variety of sources including ongoing purchase intent surveys conducted by Harte-Hanks Market Intelligence with tens of thousands of businesses annually. These data are combined with sophisticated statistical models to predict critical likelihoods about what kinds of technologies businesses have and are planning to purchase. The result is an unmatched level of predictive accuracy and reliability which can be applied to EVERY business in the Harte-Hanks Technology Database.

A Purchase Likelihood Score (fields ending with "PLS") is an indicator that a given business location has a plan to purchase a specific technology or service. It can help you more precisely target key sub-markets with expertise and offers that will make a real difference in your response and close rates.	(No commentary was provided.)
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Infogroup

FIELD	COMMENTS
Business Status Code (e.g., Headquarter vs. Branch)	This variable leads to decisions regarding granularity of the variables to be used.
Contact Title	Professional title of the contact. This variable indicates the depth of information that we obtained.
Growing Business Indicator	This variable reflects trends based on historical employment size.
Wealth Code	This variable illustrates areas surrounding the business.
Call Status Code	Infogroup's own call disposition code indicates authenticity of the business record.

OneSource

FIELD	COMMENTS
Custom Triggers	Custom Triggers leverage the power of OneSource's news searching capabilities, combining standard trigger events with a wide range of news search criteria to identify and alert on target events that are predictive of a discrete Sales opportunity. Custom Triggers can be created using Companies, Business Topics, Industry, Geographic information and free-text search criteria. OneSource can't predict the special and specific needs of all users, but the robust search filters available for Custom Trigger creation provide the tools needed to hone in on the events that drive specific companies' business success.
Combined searching on company, executive, and trigger events	In addition to allowing our customers to create their own Custom Trigger types we go a step further and allow customers to search on any combination of criteria for companies, executives, and trigger events allowing our customers to target their marketing efforts more precisely. As one example, our customers can easily generate a list of companies within a certain industry, geography, or size that have recent triggers showing they are growing, and have experienced a change in Sales and Marketing leadership.

Salesforce.com

FIELD	COMMENTS
Sales Volume	The total annual sales/revenue for this business in local currency. Not available on branch locations. (Ability to understand the potential ROI of a solution or service)
Global Ultimate DUNS	The D-U-N-S® number of the highest parent of a corporate family. Global ultimate records carry their own case D-U-N-S® number in this field so that a common sort and/or match area is available for all family members. Provides the ability to understand the entire family relationship and to predict potential growth through whitespace analysis. (Applies to the two items below)
Domestic Ultimate DUNS	The D-U-N-S® Number for the domestic ultimate, which is the highest family member in the same country as case business record as you walk up this 'branch' of the tree. A case may be its own domestic ultimate.
Parent DUNS	The D-U-N-S® Number for the Parent/Headquarter.

Stirista

FIELD	COMMENTS
Gender/Country of Origin	We often find that catering to particular audience, for instance, mentioning that this email is for female executives, can provide better results as it tends to let the recipient know that we know something beyond the business card info. Stirista is the only major file with ancestry, gender, etc., coded for 95%+ of all executives.

The sample company records reported

The complete records for the five prominent companies turned out to be far too large to share in this document, so they are included in the spreadsheet accessible [here](#). In some cases, the records were too complex to be transferred to a spreadsheet, so they are accessible by another set of links within the accompanying spreadsheet. HG Data provided a detailed record for only one of the requested companies. The company records were submitted in response to the question, *Please pull your entire record of each of these 5 enterprises, and share what you have in each field. You may list each field in Column A. For the address, use the headquarters site location.*

Observations about the data

This study reveals that enormous richness about individual accounts is available to B-to-B marketers today. In fact, we might say that B-to-B has caught up with consumer, and then some, when it comes to the variety and quantity of fields available.

To us, the big news in this study is the prospecting opportunity this new data richness offers to B-to-B marketers. With this level of coverage and variety of fields now available, marketers should try their hands at modeling for look-alikes to their top current customers, if they are not already doing so. We suspect that look-alike models may very well unearth interesting and profitable new prospecting segments that most of us would never have expected.

We also notice in this study that each vendor sources and views the data differently. For example, ALC, which works off of response files, presented its company data from the perspective of the top contact, like CEO, of the firm. Harte-Hanks and HG Data, which focus on installed technology, submitted files of enormous volume, given that each technology brand and product is listed individually. This is a good reminder to us all how important it is not only to explore a variety of vendors, but to dig deeply about their data sourcing and compilation practices.

Advice to business marketers ordering from B-to-B prospecting databases

Based on our conclusion that no single vendor is likely to give you access to your entire target audience, our general recommendation about data depth is that you use multiple vendors to gain the richness you need.

Our specific guidelines for business marketers seeking deep data about their targets:

- 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.
- Specify exactly what you mean when ordering data. Don't make any assumptions that the vendor's definition of a term is the same as yours.
- Inquire about when they update their records, so you can get at the freshest data on the most essential elements.
- Conduct a comparative test before you buy. Every vendor is different. For example, if you happen to experience a low match rate with a particular vendor, it doesn't much matter to you how many wonderful fields they offer.

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

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“B-to-B Technology Industry Prospecting Databases: A Comparative Analysis of Nine Data Suppliers” (July 2012)

“B-to-B Response Databases: A Comparative Analysis” (April 2011)

“Online Sources of B-to-B Data: A Comparative Analysis, 2010 Edition” (March 2010)

“Online Sources of B-to-B Data: A Comparative Analysis” (January 2009)

“What B-to-B Marketers are REALLY Doing with Their Databases” (September 2007)

“Enhancing Your B-to-B Database with Data Append” (November 2006)

“15 Thorny Data Problem That Vex B-to-B Marketers, and How to Solve Them” (November 2006)

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

“Outsourcing Your Marketing Database: A ‘Request for Information’ is the First Step” (March 2006)

“Our Data is a Mess! How to Clean Up Your Marketing Database” (October 2005)

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