Informatica

The Contact Data Enrichment Primer for Marketers.

Where to use it and how to get started.

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Keeping Up with Your Customers.
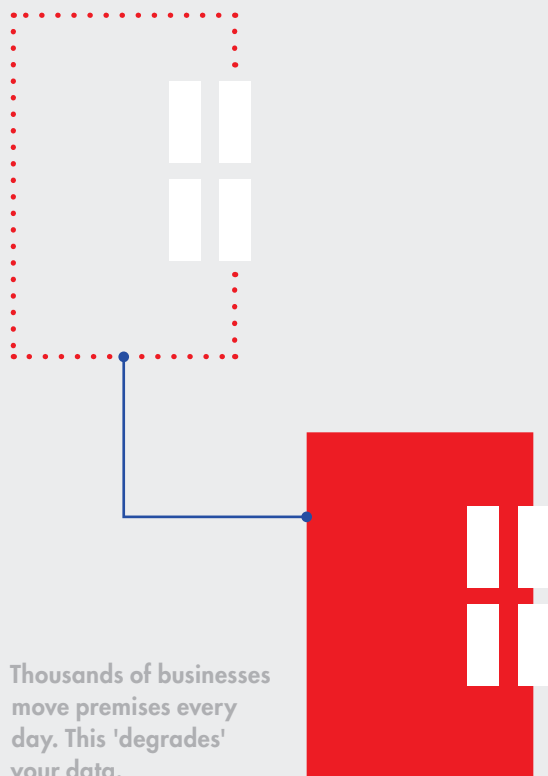
Contact data is pretty simple—it's all the data you use to contact prospects and customers. Most of the time that's postal addresses, email addresses, and phone numbers.

Simple though it is, contact data has a problem: it struggles to keep up with change. Every day, thousands of businesses move premises, and as consumers, even more of us get new cell numbers, move house, or get married.

These changes "degrade" your data. And like a delicious banana, leave your data for too long and it's sure to spoil.

As a marketer, degraded contact data also degrades the quality of everything you do. Emails bounce, leads aren't followed up by sales, deliveries don't arrive, and campaigns under-perform.

But there's a straightforward answer to this horrible, sprawling, company-wide headache, and this primer is all about it. It's called contact data verification and enrichment.

Verified contact data is exactly what it sounds like. Each entry is either verified in-line, at the time the data is entered into a form or as part of a batch process.

This brings two huge benefits. First, you'll be more effective at everything you do: fewer bounces, better campaign results, more conversions, less wasted time and money, and better team morale, because you'll be spending less time fixing stuff and more time doing what you do best.

The second benefit is less obvious, but greater still: the opportunity to finally nail the customer experience.

Accurate contact data means you can better target, tailor, and time all your marketing activities. And you can do that because, once your data is clean, you can enrich it.

Think of enrichment as the glossy sheen on the solid undercoat of verification. Enrichment information should only ever be appended to verified records, but once it is, it'll transform your marketing.

This primer will take you through what verification and enrichment can do for email addresses, postal addresses, and phone numbers, before suggesting some next steps. You might want to explore one element in greater detail, or find out how to implement a holistic solution. Either way, we've got you covered.

Look out for the tips most relevant to you, and let's get started.

Thousands of businesses move premises every day. This 'degrades' your data.

Three Main Use Cases for Contact Data Verification and Enrichment.

Email Addresses

The Costs of Not Verifying.
Email addresses are the lifeblood of marketing. They're the most effective channel at generating conversions[1] with an ROI of 3800 percent.[2]

The problem is, they also degrade rapidly. On average, 30 percent[3] of the email addresses you collect and store today will be out of date in a year's time. And this is about more than the number of bounce-backs you got from your last email campaign.

Repeatedly contacting inaccurate email addresses— particularly ones no longer in use—will eventually damage your sender reputation. And a poor sender reputation can lead to blacklisting.

The Upside for Marketers.
Verified email addresses reduce the chances of developing a poor sender reputation, which is no small thing. But verification is more than disaster insurance.

Imagine running a campaign where you know that every recipient will receive your email. What would that mean for your open rates, click-throughs, and conversions? Every verified email address that would otherwise have been wrong—remember, the average is 30 percent— is another engagement, another data-point, and another intrigued prospect or customer.

And that's before you've even considered enrichment.

Enriching Your Data.
Verified email addresses can be enriched with consumer or business data. This can be information on age, marital status, income; or firmographic data. Either way, with deeper, richer levels of insight come unprecedented levels of precision and personalization.

Enrichment lets you create marketing that really matters to people.

Why Blacklisting is Best Avoided.
It'll affect your email deliverability— guaranteed—and list compilers aren't required to disclose why you're listed. For more information, see our workbook, "The Cost of Bad Contact Data", which sets out how to build the business case for verification and enrichment.
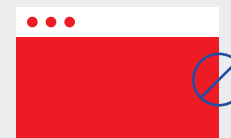
Where to Use Email Verification.
Web forms, landing pages, eCommerce forms, point of sale, list acquisition, CRM, call centers.
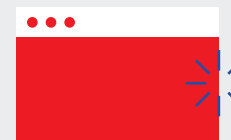
Three Main Use Cases for
Contact Data Verification
and Enrichment.

Customer Success

GuideSpark

The marketing team at SaaS communications platform GuideSpark grew their email database 3900 percent over 18 months. This huge influx of data needed to be verified to ensure deliverability, avoid spam traps and maintain a good sender reputation by reducing their bounce rate. They also needed to integrate email verification into Marketo. Informatica Data as a Service Email Verification Plus Hygiene segmented their database into valid, invalid and malicious addresses and in the process, reduced their bounce rate from 20 to 2 percent.

Get the full story.

Citrix

The sales and marketing teams at mobile workspace company Citrix identified the quality of channel partner, customer and prospect data as their number one problem. Information was incomplete, inaccurate and duplicated, and more than 40 percent of their CRM contacts were inactive.

Using a range of Informatica products they were able to increase lead-to-opportunity conversion rates by 20 percent; achieve a 50 percent increase in the quality of their data at the point of entry; and achieve a 50 percent reduction in the rate of junk and duplicate data for prospects, existing accounts and contacts. This improved the overall experience for both channel partners and customers.

Get the full story.

Download

For further information, see our eBook, "A Quick Guide to Verifying Customer Data in Three Easy Steps". You'll find simple strategies for verifying every phone number, email, and postal address in your database.
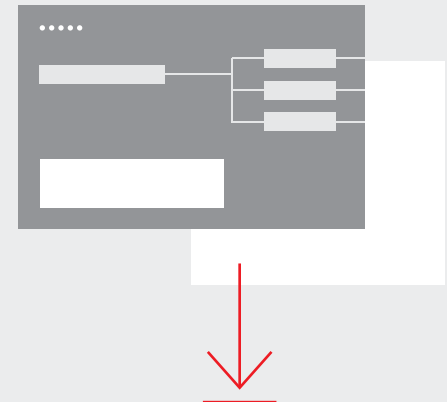
Three Main Use Cases for Contact Data Verification and Enrichment.

Postal Addresses

The Costs of Not Verifying.
Returning parcels because of inaccurate addresses is not only a complete pain, it also costs money. For an idea of how much money, take a direct mail campaign going to 50,000 addresses. It costs $1.50 to print, post and prepare the letters. But 20 percent of postal addresses degrade every year.[4] For this campaign that means 10,000 wasted letters and 15,000 wasted dollars, plus all the missed revenue from the people who would have responded had their letter arrived.

And that's only the immediate financial costs. There's also the added pressure on customer support, the impact of late payments on your cash flow, additional handling times—on and on it goes.

And what about the cost of the missed opportunity to build on your long-term customer relationships? Sure, successfully delivering a parcel isn't by itself going to make someone loyal—it's table stakes, and loyalty is gained incrementally.

But unless you're delivering parcels to verified addresses, you're gambling all that loyalty with every delivery you make.

The Upside for Marketers.
Just for starters, trustworthy address data means increased ROI on your campaigns.

But there's more to this than optimizing spend. You won't just make fewer mistakes—you'll also provide a better customer experience. A customer who receives their parcel on time is a happy customer. They're more likely to buy from you again and more likely to sing your praises to friends and family. And this is just the start.

Enriching Your Data.
Like email addresses, verified postal address can be enriched with business and/or consumer information. But there's one characteristic unique to the postal address that enrichment can exploit, and that's geography.

Geocoded address data unlocks a whole new set of marketing skills. For example, you can uncover invisible clusters of customers by running a market location analysis. Then, not only will you know which geographic area favors your product, you'll also know how to personalize your campaign according to the consumer data appended to each record. Not only will you understand more about your customers, but you'll also eliminate the threat of their packages not making it to them. Imagine arming your team with both an accurate address and a pinpoint on a map that says, "Drop off the parcel here." Pretty powerful, right?

Three Main Use Cases for Contact Data Verification and Enrichment.

Customer Success

Here are two examples of how this could play out in practice:

A supermarket chain wants to know whether opening a new store will cannibalize too many customers of other, nearby stores. Geocoded data lets its marketers run a location analysis by combining data from customers' loyalty cards with verified address data. Now marketers can compare the proposed new location with the company's strongest geographic clusters of loyalty and make an informed decision.

A retailer might use enriched data on consumers within a defined geographic area—say, close to its store—to inform its choices when it comes to choosing new stock. When it arrives, the retailer can run a direct mail campaign offering discounts on—and thereby promoting—those same products, while only sending them to consumers who actually want them.

PostNL
PostNL is a multi-national parcel, logistics, and eCommerce company. It wanted to prepare for the future by monetizing the value of its data, shortening its supply chain and allowing customers to determine where, when, and how they wanted to buy. PostNL centralized its data in order to build a Data Management Framework, which allowed the company to meet all these needs. By better serving customers and suppliers PostNL achieved increased rates of satisfaction and revenue.

Get the full story.

Where to Use Address Verification.
Web forms, shopping cart, point of sale units, Salesforce, Marketo, and more.

Three Main Use Cases for Contact Data Verification and Enrichment.
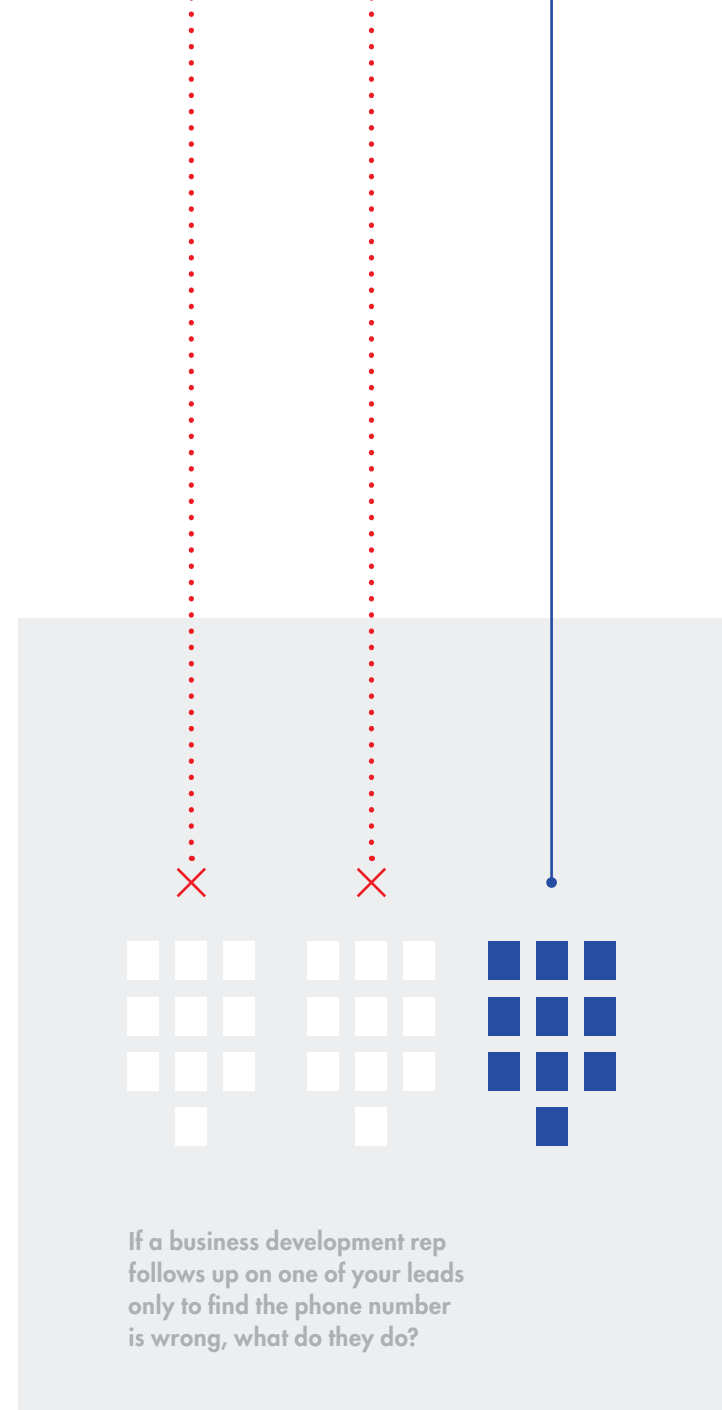
Phone Numbers

The Costs of Not Verifying.
Just over a third of marketing influencers view the phone number as the data most essential to their success.[5] But phone numbers degrade at a rate of 18 percent annually. This eats away at your teams' resources and frustrates the creation of business relationships.

You may not directly feel the pain of this problem, but that doesn't mean it isn't there. If a business development rep follows up on one of your leads only to find the number is wrong, what do they do? We're willing to bet they'll move on to the next one, whatever the lead score, which leaves you none the wiser.

This is partly why the problem of poor contact data is as bad as it is. People learn to make do.It becomes the inaccurate elephant in the room that everyone sees but nobody tackles, because, well… it's an elephant.

If a business development rep follows up on one of your leads only to find the phone number is wrong, what do they do?

Three Main Use Cases for Contact Data Verification and Enrichment.

The Upside for Marketers.

Accurate phone numbers mean more conversations, more successful partnerships, and more efficient call centers that are able deliver a better customer experience. On a more personal level, your status as a marketing hero is more likely to rise when sales reps can talk to your MQLs.

Enriching Your Data.

There's a lot of great information embedded in phone numbers. With the right enrichment, you can figure out which time zones your customers live in and make sure they aren't getting sales calls in the middle of the night. You can also determine whether the number you have is for a mobile, a landline or VoIP. That's important because the Telephone Consumer Protection Act states that you need prior consent to call a mobile number.

Customer Success

HP

When HP needed to consolidate 85 data centers into three, reduce its computing expenses by several billion dollars, and migrate more than 75 applications to a new data center, phone number verification formed a vital part of the solution.

Get the full story.

Every Missed Lead is a Missed Opportunity.
Never mind the potential loss in revenue; your cost per lead is wasted every time a rep can't get through. Marketing agencies have one of the highest CPLs of $51-100.[6]
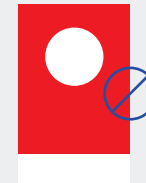
Where to Use Phone Number Verification.
Web forms, landing pages, call center solutions, CRM tools like Salesforce, Marketo and other marketing automation platforms.
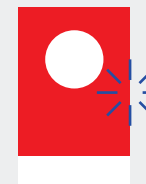
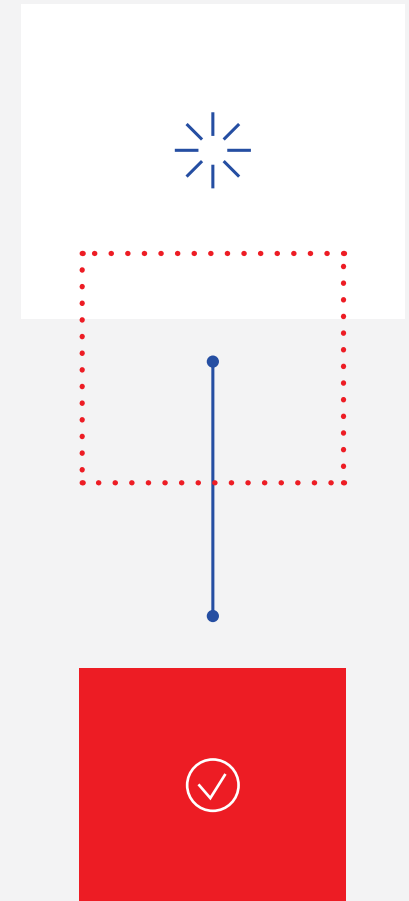# Contact Data and Digital Transformation.

Accurate data means you can communicate with your customers. Inaccurate data doesn't negate the need for communication—you have to talk to them either way. But the success and effectiveness of your interactions depends on the quality of your contact data.

You need to verify this data at the earliest opportunity—your first point of contact with a new prospect or customer. If a customer's entered their own information incorrectly, waiting till it's already in your CRM to fix it isn't smart.

Instead, you need to correct the issue while they're still engaged. If someone enters their own information wrong and you bring it to their attention before they even hit 'submit', you'll effectively be blocking bad data from entering your systems.

This is an important point. Because if the data going in isn't up to scratch, this bad data will impact all your downstream processes—provisioning, customer service, invoicing, billing. And not only in terms of efficiency; it'll shackle any ongoing or future digital transformation projects.

Successful digital transformation, whether departmental or enterprise-wide, requires trustworthy data. Verified and enriched contact data is a vital part of that process.

Successful digital transformation, whether departmental or enterprise-wide, requires trustworthy data.

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Take the Next Step.

Now you've got the overview on why it's important to have accurate contact data, here are three ways to dive deeper:

The Contact Data Enrichment Checklist.
How to get the most out of your verification and enrichment solution.

A Quick Guide to Verifying Customer Data in Three Easy Steps.
Simple strategies for verifying every email, phone number, and postal address in your database.

Contact Data Verification Strategies for Marketing and Sales.
A benchmark report for building effective contact data verification strategies.

And if you need any real-life guidance in the meantime, we're always happy to help.

About Informatica.

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Contact us.

Informatica™

Sources

1. **Email Monday**, DMA National Client Email Report, 2015.

2. **Campaign Monitor**, 70 email marketing stats every marketer should know, January 6, 2016.

3. **Dun & Bradstreet**, Best Practices in Registration Data Management, 2011.

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5. **Informatica in partnership with Ascend2**, Contact Data Verification Strategies for Marketing and Sales Survey, N=176 Marketing and Sales Influencers.

6. **HubSpot**, Cost Per Lead: Benchmarks by Industry, February 23, 2016.