

Sales Playbook

Acquiro LeadMATCH & Acquiro LeadCARE

(both part of the Acquiro LeadFUSION Suite)

Last updated: May 2016

Target Audience & Key Go-to-Market Messages

Target Market: High tech companies including computer software/hardware and telecommunications are the priority for now, although just about any company with B2B marketing programs are likely candidates.

Buyer Personas: Increasingly, business functions are driving the investment decisions, and IT is not controlling the selection process or the outcomes. Marketing and sales are most involved throughout the purchase decision process (2014 IDG Connect report).

Executives: CMO/VP of marketing, EVP/SVP of global sales

Sales Mgmt: Head of inside sales or sales operations (usually VP or Director)

Marketing Mgmt: Head of marketing operations (usually VP or Director)

Elevator Pitch: Acquiro's LeadFusion Suite can significantly increase revenue by eliminating the missed opportunity costs associated with poor data quality required by sales and marketing to generate pipeline. Customers typically see an immediate increase of 4x-5x in the volume of actionable leads added to the top of the sales funnel – and by having complete contact and company data, lists can be effectively segmented in support of targeted campaigns and Account Based Marketing (ABM) programs. Acquiro is the only marketing technology provider to offer a guaranteed service level of +90% data accuracy by validating, enriching and correcting contact data immediately upon capturing the lead – and then keeping contact data records up to date, automatically and continuously.

Solution Value Proposition:

- A large percentage of incoming sales leads – sometimes as much as 90% of leads – are missing key information and/or contain invalid fields/ranges, preventing sales reps from following up on these leads effectively and promptly. As a result, leads with empty data fields are routinely tossed out which prevent a significant number of potential opportunities from entering the sales funnel, or worse still, sales reps spend a considerable amount of their time researching leads instead of selling. LeadMATCH is engineered to correct incoming leads before they can be uploaded into a company's marketing automation and CRM systems so that sales reps can follow-up on the leads that are sourced from demand generation activities immediately after they've been captured. Following our baseline analysis, we typically see a 4x-5x increase in actionable leads – this represents a 4x-5x increase of leads entering the sales funnel resulting in increased revenue.
- Having complete and accurate contact/company data is a must to execute targeted campaigns and support ABM programs. Without the ability to accurately segment contact lists, it's extremely difficult to deliver the right message to the right audience based on a particular industry and/or functional role. This leads to poor lead-to-opportunity conversion rates, as well as wasting precious marketing budget/resources on campaigns with low ROI. LeadFUSION ensures sales/marketing can leverage lists that can be accurately segmented.
- Fact is, a significant portion of inaccurate and out of date records already exist in almost all contact databases – anywhere from 25-50% – and are very difficult to keep current, especially when data decays at a rate of 3% per month. LeadCARE complements LeadMATCH by

working to keep contact data up to date, automatically, on a continuous basis with a guaranteed service level of +90% average data accuracy, as well as eliminate the issues associated with duplicate data records. Real-world baseline analysis performed on samplings of actual data from Acqiro clients has revealed that a minimum of 50% of their emails are invalid, and two-thirds on average are bad across all companies with up to 10% of companies currently defunct. Our analysis also indicates that 43% of all phone numbers are invalid.

- Most data cleansing tools can only identify and filter leads with poor data quality based on a predefined set of criteria, but these tools are unable to acquire – automatically and immediately – the missing data needed to correct the problem. As a result, leads with incomplete and inaccurate data – even once the data has been cleaned – are never followed up on by sales and are eventually discarded. Acqiro’s unique approach offers SaaS solutions that have been engineered using the most advanced event-driven, data-matching technologies available, while also involving carefully calibrated human intervention which can yield substantial improvement over an automation-only approach. This combination of automation and human intervention enables LeadFUSION to maintain +90% average data accuracy.

Description of Relevant Products/Services

Product Name	Capabilities & Benefits
LeadMATCH	LeadMATCH evaluates, filters and enriches leads that are typically generated in a marketing automation system or web registration application. LeadMATCH’s forensic reconstruction process transforms incomplete registration and first-contact lead data into a highly enriched contact record consisting of up to 25 data fields from as little as 3 initial data points. LeadMATCH receives raw lead data from the client’s designated system on a periodic basis, typically several times a day, or real-time if the client’s system is able to initiate a real-time push of the new lead to the LeadMATCH system. Once LeadMATCH has finished processing or discarded leads, the leads that meet the defined criteria for the client are published to the lead management or other sales management system of the client’s choice. Incomplete leads are not discarded, and instead corrected through human analysis, and then published when all necessary data is acquired. Most leads are validated and enriched as soon as within 15 minutes once uploaded from the client system. Reconstructing corporate emails can take from a few seconds to a few hours, while private emails may take longer depending on the complexity of reconstruction. LeadMATCH is a SaaS (Software-as-a-Service) offering (that is, a managed service) with subscription-based pricing. Only actionable contacts are paid for, and no set-up fees or static databases are required.
LeadCARE	LeadCARE complements LeadMATCH by keeping contact and company data records current, automatically and continuously, with a guaranteed service level of +90% average data accuracy, as well as eliminating the issues associated with duplicate data records in the CRM system. Whereas some of what LeadCARE does is classic “data cleansing” (i.e., removing old records and updating contacts), it does much more by augmenting databases with targeted, verified contact and company information that enables actionable insights on prospects using the client’s defined customer profile. LeadCARE utilizes multi-touch, human and technology supported data

	verification processes to rapidly refurbish the information already stored in your contact database. LeadMATCH is a SaaS (Software-as-a-Service) offering (that is, a managed service hosted in a secure environment) with subscription-based pricing. Only actionable contacts are paid for, and no set-up fees or static databases are required.
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Situation Analysis

Marketing organizations are under constant pressure to produce more high quality leads – yet research (SiriusDecisions) indicates 25% of the average B2B marketer’s database is inaccurate, and 60% of companies have an overall data health of “unreliable” (Data Quality – B2B Tech Industry report published by Integrate). They know their campaigns are more effective when they can tailor their message to target a particular audience – in fact, 80% of enterprise B2B businesses utilize buying personas in their demand generation programs and activities. However, effective content personalization and web customization, as well as lead scoring and lead routing, are all highly dependent on having actionable information about each prospect or customer. Organizations lacking a complete and accurate view of the contacts in their database can result in delivering messages that are not relevant to the customer’s or prospect’s interests (e.g., without the ability to accurately segment email lists makes it difficult to deliver the right message to the right audience based on a particular industry and/or functional role). This leads to poor conversion rates from targeted campaigns, as well as frustrated prospects/customers who are repeatedly contacted unnecessarily (either by email or phone) because the information about their interests or past interactions with the vendor is incomplete and outdated, or because of duplicate records. Key pains/drivers for marketing organizations include:

- **Incomplete contact data** – or more specifically (from 2015 Annual B2B Marketing Data Benchmark Report published by D&B NetProspex):
 - 34% of records are missing the person’s title
 - 54% of records are missing their phone number
 - 72% missing website domain
 - 71% of files lack industry information
 - 82% of files lack company size by employee
 - 84% of files lack revenue information
- **Contact data decay can disrupt email campaign performance:** B2B marketers use their contact database to segment email lists for their targeted campaigns (87% cite email as one of their top methods for driving leads through the funnel). While their contact database may have been developed over several years from a myriad of data sources, many of those records have never been validated regularly and eventually become outdated – in fact, marketing data degrades at a reported rate of 3% per month (SiriusDecisions), others like Biznology estimate B2B data decays at a rate of more than 5% per month or 70.3% per year (from InsideView solution brief). Data decay is caused as contacts in the database make changes such as: phone#, email, last name, title, company. Additionally, contact databases are constantly

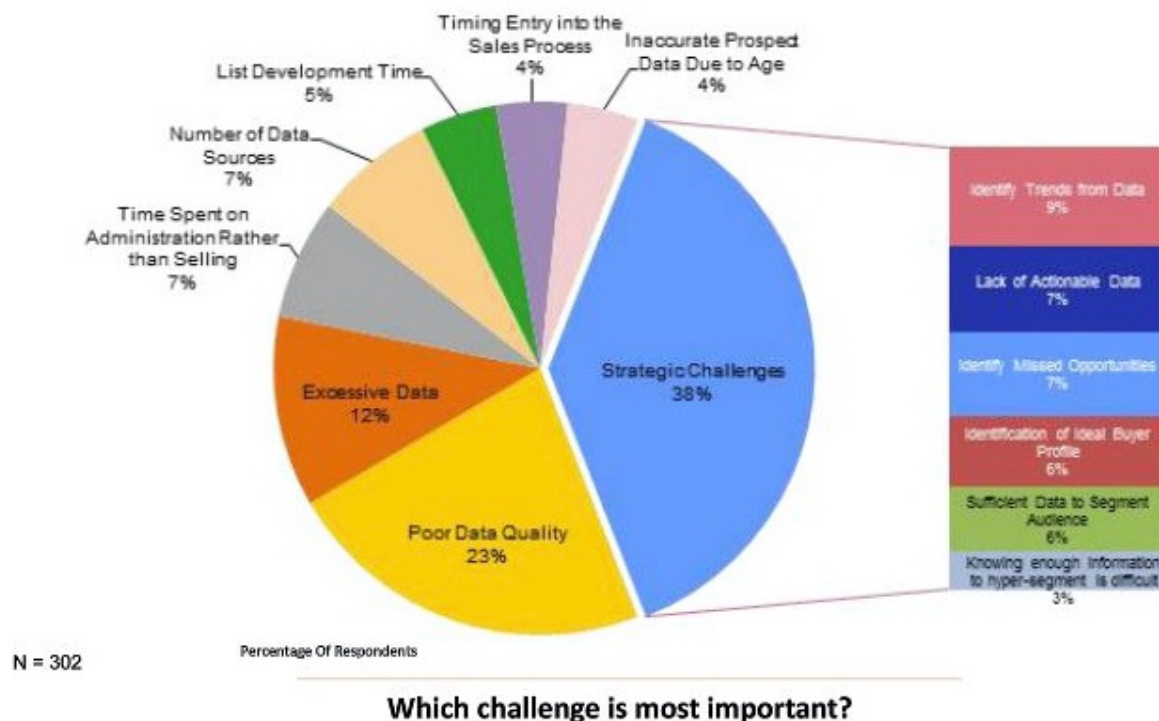
polluted as sales and marketing staff sync new, unvalidated data into them. Undeliverable emails result in wasted marketing spend, poor resource allocation, and missed campaign goals. Worse yet, emails sent repeatedly using outdated contact information can be deemed as spam, leading the targeted company to activate their corporate spam filters thereby shutting down indefinitely the vendor's demand generation efforts to that company.

- ***Buying or renting lists from third-party data providers is often a poor choice:*** In many cases these vendors are using the same data set which is poor to begin with. The problem is that it's mostly unclear where the data came from, or how it was obtained, whether or not contacts have opted-out, how many times the vendor has sold these lists and were used by other clients, or how often the list is audited. As a result, it's estimated that about 20-40% of the records that are purchased from these vendors are incomplete or inaccurate (Data Quality – B2B Tech Industry report published by Integrate).
- ***Improving lead data quality is an imperative:*** 74% of B2B marketers surveyed considered “lead quality over lead quantity” as their primary focus for 2015, while 59% ranked improving the depth and accuracy of their contact databases a top priority (from Demand Gen's 2015 benchmark study)
- ***The problem is going to get even more challenging:*** 62% of those surveyed indicate volume of sales and marketing data is growing, and more than one-third indicate its growing 10% or more per year; according to SiriusDecisions CRM and marketing data is growing by 40% at the average corporation.
- ***Most lack an effective solution to the problem:*** 55% indicated they have no formal data cleaning process in place; where cleaning processes do exist most rely on manual approaches (66%)
- ***Companies are spending big money to solve the problem:*** As a result of the above drivers and pain points, IDC predicts that CMOs will drive as much as \$32.3B in marketing technology spend by 2018 (a 12.4% CAGR) – of which 37% (approximately \$12B) will be spent on “data and analytics” tools specifically.

Sales organizations not only look to the marketing team to help generate pipeline, and ultimately revenue, but they require complete company data for market segmentation and strategic planning purposes, as well as current contact data at these companies is required for sales prospecting. Additionally, sales must rely on having complete and accurate data from campaign-generated leads that are uploaded to their CRM system in order to follow-up on these leads effectively, and promptly. Not having complete and accurate company/contact data impedes sales' ability to quickly prioritize and route these leads to assigned AEs or ISRs – this delay leads to missed opportunities and lost revenue, as well as creates friction between the sales and marketing organizations. Key pains/drivers for sales organizations include (from Demand Metric Benchmark Report, Nov. 2013, sponsored by NetProspex):

- ***There is a clear linkage between data quality and revenue:*** Organizations experiencing revenue growth are almost three times more likely to have clean data than organizations with flat or declining revenue growth. More than one-third of survey respondents estimated a 10% or greater revenue increase if their data was maintained at the highest level of cleanliness, with 13% estimating it would improve revenue by more than 15%

- **Clean data means greater sales productivity and conversion rates (lead to pipeline opportunity):** When asked what would be the single, greatest benefit to maintaining clean data at the highest level, the top response was greater sales productivity; second most popular response was higher conversion rate of qualified leads to sales. In another report by IDG Connect, a 2014 survey of 300 enterprise organizations 38% cited “Increased frustration with prospecting time requirements” as a top driver of data quality-related initiatives.
- **Increased revenue attributable to marketing is a top data-driven objective (so indicated 44% of sales organizations surveyed in 2015):** whereas 42% believe having more sales-qualified leads is the top priority, 41% think more accurate campaign targeting is most important (“Data-Driven Marketing Research Summary Report” <http://www.ascend2.com>)
- **In a 2014 survey of 300 enterprise organizations respondents were asked which challenges were most critical to address by sales/marketing using data, business information, or prospecting and enablement tools:**



Other important factors (from Demand Metric Benchmark Report, Nov. 2013, sponsored by NetProspex):

- ***It's important to clean the data early in the collection process:*** two-thirds of people surveyed believe data stored in their email, CRM and marketing automation systems is “dirty”, with the dirtiest data residing in the marketing automation system — and while most claim to have a high degree of integration between their CRM and marketing automation systems, the data that enters one system very likely winds up in the other — whether it's clean or not! Therefore, the best strategy is to have a process or mechanism for cleaning data as close to the point of entry as possible – and especially before its uploaded into the CRM.
- ***Although poor data quality is commonly understood by most to be a widespread problem, in some cases we're dealing with a “latent pain”:*** Lack of budget is not preventing organizations from implementing data cleaning processes — only 12% cited cost as a reason for not have a process. As one report concludes data quality is every organization's problem, as just 4% rated their data as “very clean”, yet it is an “out-of-sight, out-of-mind” situation and therefore doesn't always get the attention it deserves — that is until a campaign is ready to launch and there isn't time to fix the problem resulting in loss of potential sales opportunities and revenue.

How to Discover & Qualify an Opportunity (Note: Follow each row from left to right to help drive discussion from pain point to solution benefit)

Pain Points	Qualifying Questions	Follow-up Questions	LeadFUSION Benefits
<i>Link between data quality and revenue growth:</i> • The lack of having actionable information on customers and prospects, and overall poor data quality for sales and marketing purposes, is inhibiting revenue growth	• Did you know that organizations experiencing revenue growth are almost 3 times more likely to have clean data than organizations with flat or declining revenue growth?	• Has the goal of improving lead data quality become an imperative for your organization? • How much do you think you could increase revenue growth if you were able to maintain your contact data at the highest level of cleanliness? • Is this an issue that is on the radar of your executive team, and can you get sponsorship?	• Leads with empty data fields and/or incorrect contact data (eg., bad email address) are routinely tossed out which prevent a significant number of potential opportunities from entering the sales funnel. Following our baseline analysis using LeadMATCH, we typically see a 4-5x increase in actionable leads – this represents a 4-5x increase of leads entering the sales funnel resulting in increased revenue/margin.
<i>Impact of incomplete lead data and contact information:</i> • Marketing can't effectively segment email lists to support	• To what extent are the records in your contact database, or leads generated by your demand generation activities, incomplete (e.g., missing industry information,	• Is the lead data captured from your online registration forms insufficient? • Is poor lead data being uploaded to your CRM before they can be	• LeadMATCH validates and enriches lead data (e.g., fills in empty fields like industry and company size) created by online registration forms and other demand

campaigns targeting specific industries or buyer personas due to empty fields in contact data records • Sales can't reliably route and prioritize marketing-sourced leads which delays their ability to follow-up quickly • Sale reps waste too much of their time gathering account information for prospecting (sometimes as much as 27% of a rep's time can be spent on these efforts according to Gartner) • The quality of the leads coming from demand generation activities are not considered high quality because they're not aligned with sales' targeted and key account programs (e.g., Account Based Marketing)	company revenue, person's title or functional role, etc.)? • Did you know that on average companies experience a 40% failure rate on prospect lead data because of duplicate records, invalid values/ranges, and empty fields? (<i>Integrate report</i>)	validated, augmented and corrected? • Is improving sales efficiency a critical issue for you, so that reps have more time to prospect and close new business? • How much of a sales rep's time do you estimate is wasted researching contact and company data? [<i>Note: based on their response you can do a simple calculation by multiplying the percentage of time per rep (eg., 25% of 40 hour work week = 10), times the number of reps (say 100 reps = 1000 hours per week), divided by the average work week (1000/40=25) means using LeadFUSION is like having 25 more sales reps prospecting and closing new business each week – this alone would more than justify the cost of the solution</i>)]	generation activities, and corrects these records automatically – and immediately upon being captured – <u>before</u> they can be uploaded to the company's lead automation and CRM systems. This enables sales reps to promptly follow-up on higher quality leads which results in higher lead-to-opportunity conversion rates, and ultimately revenue. • By providing sales with complete and accurate contact data, they waste less time gathering data and more time selling. It also greatly aids in the planning and execution of Account Based Marketing (ABM) programs by being able to target key accounts more effectively.
Poor customer retention and close rates resulting from dissatisfaction with annoying sales and marketing 'touches' • Customers & prospects are annoyed because they're constantly hounded by repeated phone calls and emails with offerings that are not relevant to their particular interests	• Are your customers and prospects complaining about too many unsolicited phone calls and irrelevant email promotions? • Have any of them threatened to turn on their corporate spam filters which would prevent any further emails from getting through to their employees?	• Do you believe you could increase lead-to-opportunity conversion rates, and grow sales pipeline, through more relevant promotions and lead nurturing? • Do you believe that having better data accuracy would help improve customer relationships?	• LeadCARE enables you to effectively segment email lists so that you can accurately target specific industries and titles/functional roles with offers that are relevant to buyers' needs • By significantly improving contact data accuracy – and when coupled with an established lead nurturing program – LeadCARE enables you to deliver the right message, to the right person, at the right time which can improve customer acquisition and retention.

Poor data accuracy due to contact data churn/decay: • Marketing is experiencing low return on their campaigns due to high email bounce rates • Sales is frustrated because the contact data in the CRM is inaccurate and out of date	• Did you know on average 25-50% of the records in most CRM systems and contact databases are out of date? • Did you know that data in your contact database decays at a rate of about 3-5% per month? <i>[note: have them estimate how many records are in their database and do a simple calculation – e.g., 100,000 records x 4% per month x 12 months means within a year nearly half of their data will be out of date]</i>	• Do you have in place a process or mechanism for cleansing and updating data on a continuous basis to maintain data accuracy over time, and how well is it performing? • If so, how much manpower and related cost is invested in maintaining this data? • How many data cleansing tools do you use now and what is their cost? • What if you could replace these tools with just one, and only pay for contacts that are truly actionable?	• LeadCARE keeps contact data in marketing automation and CRM systems up to date – automatically and continuously – with a guaranteed service level of +90% average data accuracy, while also eliminating the issues associated with duplicate data records
Dissatisfaction with third-party data providers • Sales and marketing cannot obtain complete and accurate company/contact lists, even from third-party data providers, and especially for organizations outside of the U.S. and Canada	• How often do you use third-party data providers to obtain contact/email lists, and are you satisfied with the value you get from these services? • Did you know that about 20-40% of the records purchased from third-party data providers are either incomplete or out of date?	• Did you know most third-party data providers use the same data set, which is poor to begin with? The problem is it's unclear where the data came from, how it was obtained, whether contacts have opted-out, how many times the vendor has sold these lists (and if overused by other clients), or how often the list is audited? • Do you find it difficult to get contact information on companies outside of North America such as Europe or in the Asia-Pacific regions?	• Besides performing data validation and cleansing, the real focus and value-add of the LeadFUSION products is to accurately <u>acquire</u> all the data needed to make it actionable, including company and contact data outside of the U.S. and Canada. • Third-party data providers – as well as other data cleansing tools – lack the advanced event-driven, data-matching technologies Acquirol has used to engineer LeadFUSION products

Common Objections

Objections	Responses
1. <i>All my budget is focused on outbound demand generation activities to increase top-of-funnel leads – I don't have extra money to invest in marketing technologies</i>	• Have you taken a close look at how these top-of-funnel demand generation activities are performing, and are you satisfied with the return on the investment? • What if you could significantly improve your lead-to-sales opportunity conversion rates, and contribute more to top-line revenue from marketing-sourced leads? • How much time/effort is wasted on developing email lists, processing lead files and uploading leads to your marketing automation and CRM systems, or do you find sales reps spending too much of their time researching contact data for tele-prospecting? • Addressing these inefficiencies – and recognizing that improving lead quality over quantity – as the key to helping drive revenue, is the first step towards significantly enhancing the performance of your top-of-funnel demand generation programs
2. <i>I've tried using data cleansing tools before, but they didn't really solve the data quality problem (even if they only improved the situation marginally)</i>	• That's because most data cleansing tools are limited to identifying and filtering out bad data based on a predefined set of criteria. And, while some of them may feature impressive looking dashboards that are visually appealing, none of these solutions are focused on actually fixing the problem by acquiring all the missing criteria that is needed to make the data actionable by sales and marketing, and then keeping this data accurate in an automated and continuous basis • Because LeadFusion uses the most advanced event-driven integration technologies available, it is the only solution on the market that can guarantee on average a +90% contact data accuracy
3. <i>If prospects aren't willing to provide us with their complete and accurate contact info when registering to download collateral, or for one of our marketing events, then they're not viable leads anyway</i>	• Wrong! When people are filling out a form they are doing so prior to consuming the collateral, or attending say a webinar – these activities are really only intended to generate interest, and not likely to close a deal because they are most often at the beginning of the buyer's journey. They do not yet know if they are serious about making a purchase. Assuming these marketing activities achieve their goal of peaking the contact's interest, it is absolutely worth following up with the prospect to help move them to the next step in the buyer's journey.

What Acquiroy has done for others in the industry

1. *A division of a U.S.-based \$1 Billion High-tech company is using LeadMatch to increase their monthly volume of actionable leads by 568% which is expected to significantly increase the division's product revenue:*

	# of Leads Per Month	First Contact Rate	# of Good Leads	Conversion Rate	# of Converted Opportunities	Sales Cycle Close Rate	# of Deals Closed
Before	3500	9%	315	67%	211	19%	40
After	3500	60%	2,100	67%	1,407	19%	267

Initial results indicate the client is seeing a dramatic increase in the number of good, high quality sales leads. By applying the same converted lead-to-opportunity and close rates tracked by the client, you can see that the increase in the number of good leads that would otherwise have been discarded by the Inside Sales team should result in 227 more closed deals – this represents a 568% increase in the number of additional deals closed! If you were to calculate the average selling price (ASP) of this client's particular offering, you can see where this will undoubtedly result in significant additional revenue, as well as incredible ROI for the LeadMATCH solution. [you can download the complete case study from the Acquiroy website at <http://www.acquiroy.com/wp-content/pdf/Acquiroy-LeadFUSION-Case-Study.pdf>]

Key Competitors & Differentiation

Summary note about the competitive landscape: *The Marketing Technology market segment (aka MarTech) is experiencing significant growth (12.4% CAGR), and already crowded with a number of vendors who make less than truthful claims they can solve the same data quality problem that we're looking to address. Therefore, it's important to emphasize our differentiation early in the sales cycle. Whereas in many cases these vendors offer data cleansing tools that can improve the situation, these tools are mostly limited to identifying and filtering out bad data based on a predefined set of criteria. Also, while some of them may feature impressive looking dashboards that are visually appealing, none of these solutions are focused on actually fixing the problem by acquiring all the missing criteria that is needed to make the data actionable by sales and marketing, and then keeping this data accurate – automatically and continuously. It's also important to keep in mind that no technology can validate records and acquire missing data automatically 100% of the time, hence there will always be a small portion that will require human intervention. This is where our approach of using a combination of advanced event-driven integration technologies, in addition to people (only when needed to address those records that cannot be corrected automatically via machine processing), is unique to Acquiroy.*

Competitor	Product Name	What they claim they do	Acquiroy Response
Integrate (www.integrate.com)	Integrate Demand	<i>"Integrate's platform has built-in data validation software that prevents bad leads from ever reaching your databases. All incoming prospect data</i>	<i>The problem with this statement is that by their own admission they can only detect and filter the bad leads that suffer from data quality issues, BUT THEY</i>

	Marketing Platform	<i>undergoes multistep verification to confirm that it's valid, complete and meets your campaign criteria. Any leads that fail to pass these parameters are automatically sent back to the source to be corrected, replaced or withdrawn. Our software rejects roughly 40% of all leads generated by third parties because they fail to meet marketers' campaign criteria."</i>	DON'T ACTUALLY CORRECT THESE BAD LEADS: "...since leads that are blocked by Integrate's software are automatically sent back to the lead-producing source, at which time they are often corrected and resubmitted by the media partner only to be sent back for another quality disposition. It's more often the case, however, that they are eventually corrected via multiple manual scrubbing processes and returns/negotiations with media partners." You should talk about how much time is wasted going back and forth with the media partners (i.e., data providers), and emphasize the point that many records are never actually corrected. Also, it is known (per Mark Elder) that Integrate's approach is invasive, requiring the client to make changes to their internal systems – whereas with LeadFUSION's non-invasive approach no changes to internal systems are needed, or additional databases required.
InsideView (https://www.insideview.com)	InsideView Market Intelligence Platform	<i>"While others rely on human editorial teams to validate data, we developed algorithms to validate data with human-like logic, at speeds humans could never touch. InsideView employs a proprietary 'MTV' methodology to gather, analyze and validate data:</i> • Multi-sourced: <i>We gather our data from more than 40,000 editorial, news, financial, and social sources. We also employ multiple data creation and gathering methodologies, unlike a number of commercial data providers.</i> • Triangulated: <i>Triangulation is at the heart of InsideView's algorithmic technology, which also takes advantage of machine intelligence and text analysis to validate and make sense of conflicting structured and unstructured data. The essential premise of triangulation is that</i>	LeadFusion products have been engineered using the the most advanced event-driven integration technologies available. Following our baseline analysis, LeadMATCH can increase by a magnitude of 4-5x the number of actionable leads – this represents a 4-5x increase of leads entering the sales funnel resulting in increased revenue. Furthermore, LeadCARE complements LeadMATCH by working to keep contact data up to date, automatically and continuously, with a guaranteed service level of +90% accuracy (on average). No other marketing technology provider can make this promise. InsideView is only a competitor to LeadCARE. I don't believe it does anything like LeadMATCH right?

		consensus among multiple sources is the best indicator of truth – the broader the agreement, and better the source, the more reliable the data. • Validated: Triangulation is our primary means of validating data, as the most reliable way to automatically and continuously authenticate large volumes of data. It's the reason our contact data is up to 20% more accurate than that of other data providers. Then we go one step further, providing an easy mechanism for users to flag and correct inaccurate data points, which our editorial staff verifies before updating the official record."	
ReachForce http://www.reachforce.com	ReachForce Continuous DataManager ReachForce Data Cleanse & Append ReachForce SmartForms	ReachForce offers these 3 solutions in their SaaS portfolio: Continuous DataManager: <i>Unify, Clean, Enrich, Activate.</i> Serving as a neutral integration layer, it brings together data from the many disparate systems in your organization to provide a centralized data management platform. This results in a single source of the truth for all contact, company and transaction data. With our continuous data quality management, Continuous DataManager validates emails, de-dupes, standardizes, normalizes, corrects and verifies your data — and does so on an automated and ongoing basis — properly fueling marketing automation, personalization and predictive marketing. Pricing starts at \$1,250/month. Data Cleanse & Append: <i>Clean & Enrich.</i> For situations where B2B marketers need quick data cleansing & appending, ReachForce offers a subscription-based data list cleanse and append solution. ReachForce Data Cleanse & Append validates emails, de-dupes, corrects, and verifies	(Per MW): They have the only viable alternative to LeadMATCH and have had it for several years (even clients like Marketo use it). Its weakness is it can only translate Corporate Company information – not contact data – and requires at least 4 pieces of information (LeadMATCH only requires only 3). They are also limited to mainly the US, and of course cannot translate personal email. They also boast that they can do the same job as LeadCARE which they only launched late 2015. The only advantage they have on us is they have been in the market a lot longer and have a strong client base. It's important to note that we won a sizable deal at Talend where we competed directly with ReachForce.

		company data and updates your batch list data up to 4 times annually. This is a great solution for marketers looking for a quick boost to feed marketing automation and general marketing campaign results. Pricing starts at \$1,250/month. ReachForce SmartForms: <i>Capture, Enrich, Convert.</i> It provides demographic and firmographic data at a prospect's first form-fill – alleviating the need to wait on multiple forms via progressive profiling. With one form, you are able to append up to 100 relevant data points in real-time, as soon as the prospect clicks the submit button. SmartForms is the industry leading solution for real-time lead form data enrichment, is available both as a stand-alone product and as an add-on to the ReachForce Continuous DataManager solution. SmartForms plugs right into your existing forms and is fully customizable to fit your marketing needs. SmartForms is also compatible with all marketing automation systems allowing you to plug and play. Pricing starts at \$550/month.	
Social123 http://social123.com		<i>"Social123 is a social-sourced data solution that offers the largest and most accurate B2B contact database available. Our tool searches from more than 225 million complete professional contact records, and can segment them by industry, skills, interests, groups and more to create hyper-targeted lead lists. We identify all of the missing or inaccurate records in your database and enrich it with more than 35 fields of social data.</i> How it works: <i>We gather self-reported information from around the world from a large variety of sources, all of which come straight from the professional who posted the information. Then we cross-reference all of the data to ensure accuracy. To make the contact record complete, we even use</i>	TBD

		<i>a proprietary email validation tool to not only determine if the email is valid, but also to determine a risk assessment to go along with it.</i> <i>The data that is instantaneously gathered is then indexed into our platform and made searchable with the fastest and most powerful B2B contact data search engine available. We give you simplistic access to the most complex data set in the world. Within a matter of seconds, our tool allows you to make sense of your database and learn more about the contacts within it in order to best market to them."</i>	
Dun & Bradstreet NetProspex https://www.netprospex.com	NetProspex Workbench Data Services Platform	<i>"The NetProspex Workbench spans 4 dimensions: Assess, Cleanse, Enhance, Target. Our proprietary methodology for cleansing contacts has been used on over 100 million contacts, and counting. Services include a menu of options ranging from phone verification, email validation and more:</i> <i>• Run your own complimentary Data HealthScan. Upload your file into our secure Workbench and get your customized report to see what your database health score is.</i> <i>• Clean up your database with CleneProspex. Select from three options for finding and fixing the bad records in your database.</i> <i>• Fill in your blank database fields with our Appending service. Enrich your contact information with missing details or incremental information like company revenue and employee count, installed technologies, website URLs, etc.</i> <i>• Leverage TechProspex to make your segmentation more actionable. Add technology installed data to your account records. We curate and map technology installs at millions of companies.</i>	TBD

		How it works – NetProspex Workbench uses the CLENESTEP™ data verification process: • Data algorithms screen out records they already have or can't use • Email verification removes bounces and ensures email deliverability • SocialVerify leverages social networks to confirm company affiliation • Phone validation – over 1 million verification calls are made every month • Results show that on average just 10% of traded records pass our 3D verification process"	
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Links to Sales Tools, Marketing Collateral & Online Training

- TBD