



THE B2B  
MARKETING  
DATA REPORT  
2016



# The B2B Marketing Data Report 2016

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# Welcome to the fourth annual B2B Marketing Data Report from Dun & Bradstreet.

Marketing leaders are being challenged by their CEOs and fellow executives to direct and participate in an increasingly broad set of initiatives across the organization.

All of these are largely oriented on the same goal: Drive growth for the company in a profitable, predictable, repeatable way. To do so, marketing teams are investing in new technologies and techniques to find leverage and deliver results.

Whether it's improving customer experience, launching new offerings to existing clients or creating demand with new prospects, one constant undercurrent determines the success of these activities – the ability of the organization to access and derive meaning from the amazing amount of data now powering the systems that execute them. In B2B marketing, the accuracy and precision of the prospect and customer database which sits at the core of these technologies is what determines whether or not CMOs will meet the expectations put forward in the board room.

At Dun & Bradstreet, we've been managing commercial data for almost 175 years. We collect, aggregate and process hundreds of billions of records every year. Our Data Optimization Platform and self-service Data HealthScan (DHS) were launched four years ago to put the power of cloud-based data management in the hands of B2B marketers. Armed with the capabilities to profile, target and optimize their existing contact and company data, marketers now make more informed decisions as they plan, prioritize and execute their demand generation efforts.

This year our Data Optimization Platform experienced another 300+% increase in records processed and provides the mechanism for us to aggregate and share our learnings from the nearly 695 million records we analyzed last year into this annual report. Stepping back to look at the results from this year's report, I realize the opportunity we all have to massively improve the way we look at and utilize marketing data. As we work to better align go-to-market efforts across our digital marketing platforms and sales channels, we have to identify and focus on the right segments of the market. Establishing a data strategy founded on a well-maintained database is critical to getting this right. Remember, great marketing starts with great data.

Michael C. Bird  
General Manager  
Global Sales & Marketing Solutions  
Dun & Bradstreet

In 2015, our contact data optimization platform broke the

# 1 billion

records processed mark with another 300+% year-over-year increase in records processed.

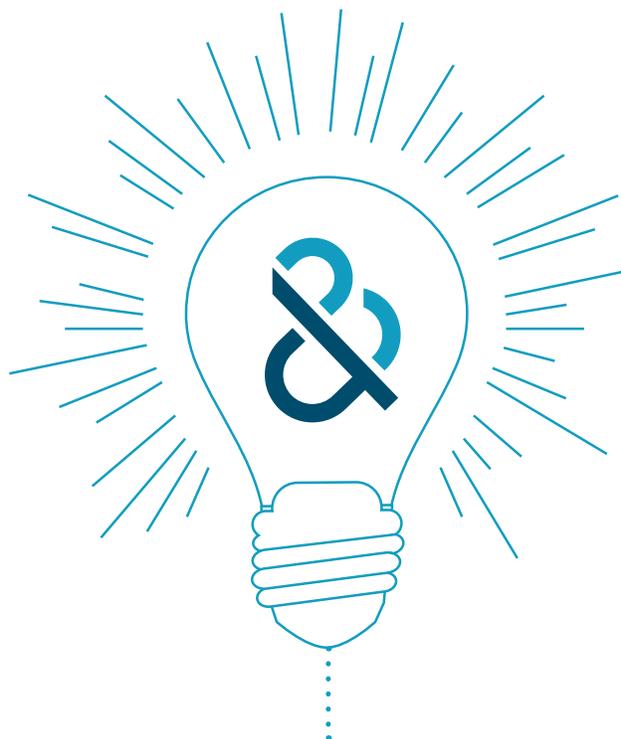
# Introduction

## POWER UP YOUR DATA STRATEGY

Everything in this report is from, about and for you — the B2B marketer. There's a lot more going on around data quality this year — particularly as data plays a larger role in a broad range of marketing activities and technologies. We've found three significant trends in data-driven marketing this year. Your ability to harness the power of these trends could be dramatically increased with a consistent focus on data quality:

1. **Marketing Technology (MarTech)** is changing how we manage our marketing budgets and execute on our programs, yet 41% of B2B marketers surveyed cite inconsistent data as the biggest obstacle for maximizing ROI.
2. **Account-Based Marketing (ABM)** practices are increasingly being used to identify the businesses, buying centers and decision-makers you want to establish relationships with, yet more than 75% of the files we processed lacked data on Industry, Revenue, and Employees.
3. **Online advertising** is growing more automated, and programmatic ad buying is rapidly emerging as a common B2B practice. 54% of B2B marketers currently buy advertising programmatically and 65% plan to increase this spend in 2016.

The marketing function is increasingly being measured on business outcomes instead of marketing metrics. This requires a focus on driving opportunity creation, building meaningful pipeline, and accelerating buyers through their journey.



Given these trends, we wanted to understand what's on your mind (and your "to-do" list). This year, in addition to analyzing the data that flowed through our data optimization platform, we also conducted primary research — surveying more than 500 B2B marketers. The data we gathered was from B2B organizations from large to small and across the full spectrum of industries.

With 1.2B+ contact records processed through our data optimization platform alone in less than 3 years, it is clear that B2B marketers are struggling with data quality and continue to search for a solution. We urge you to use this report to identify the pitfalls you'd like to avoid and generate ideas on how to create an effective data strategy that delivers sustainable growth to your business.

## GROWTH OF ANNUAL B2B CONTACT RECORDS ANALYZED

2012 7M RECORDS ANALYZED

2013 61M RECORDS ANALYZED

2014 223M RECORDS ANALYZED

2015 695M RECORDS ANALYZED



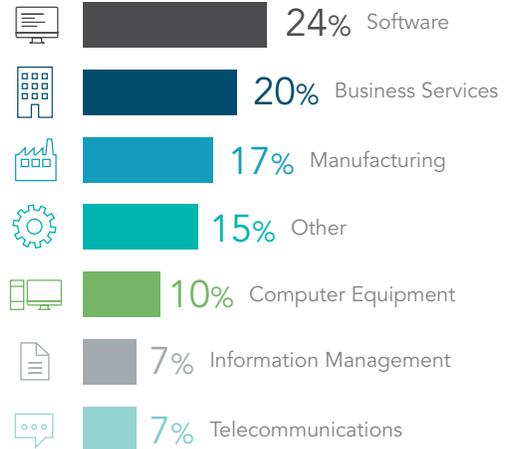
# Shining a Light on Data Quality

Despite the essential role that data plays in today's B2B marketing world, and the proclaimed high levels of maturity regarding the management of data quality, our research showed that the actual quality of sales and marketing data continues to be an impediment for achieving growth. It seems that we often pay lip service to the importance of good data, but fail to actually clean it up. Here's a quick look at what we found:

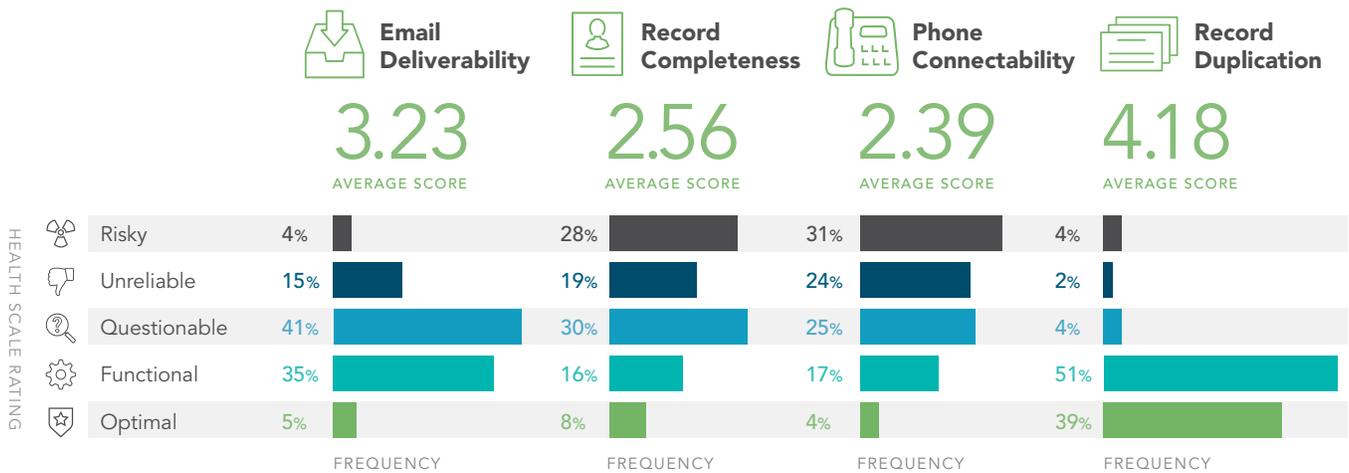
## GAP ANALYSIS



## TOP INDUSTRIES REPRESENTED



## AVERAGE SCORE BY DATA QUALITY INDICATORS



## THE NET RESULT – AVERAGE HEALTH SCALE RATING





DATA-DRIVEN MARKETING TODAY

# Growth Strategies Need a Foundation Built on Quality Data

CEOs have mandated that their businesses must grow. However, we conducted primary analysis on more than 313,000 companies worldwide and found that only 30% grew revenues. As a result, marketing organizations are making massive investments in technologies and strategies to improve customer insight while increasing acquisition and retention rates.

To effectively implement and engage these new strategies and capabilities, you need to ground them with a foundation built on good data. Prioritizing a data strategy to rapidly improve the quality of sales and marketing data will enable you to take full advantage of these investments while distancing yourself from the competition.

Unfortunately, we've found that more often than not, we let data quality fall down the priorities list, opting to focus on tactical execution rather than building a strategic foundation. Here's why we think this:

There are always going to be leaders and laggards in business.

When it comes to capturing the value of MarTech and driving growth, those who have good data are leading. Those who don't are lagging.





# Marketing Technology Adoption Continues to Accelerate; Choose the Right Data to Fuel It

MarTech is exploding right now. It's changing how we prioritize, invest, and execute our marketing budgets.

Marketers today must deal with a dramatic increase in the volume, variety and velocity of data coming at them from many different channels. This data tsunami makes achieving our goals both more attainable and more problematic at the same time.

Scott Brinker, editor of chiefmartech.com, estimates that the marketing technology landscape has doubled yet again year-over-year to more than 4,000 unique companies in the marketing technology landscape.<sup>1</sup> With this many vendors in the market, consolidating onto a single MarTech platform might not provide the best value for your needs. Whether you choose to go full-stack, or build-your-own, you'll still need to integrate and deliver high-quality data from across multiple systems to drive results.

One of the reasons for this explosive growth is the fact that B2B marketers love shiny new objects. Just think about how many vendors gave away Apple Watches at the last

trade show you went to. The good news is vendors are finally helping to make our lives easier, and we love them for it. The bad news is, in our zeal to automate and accelerate our efforts, we don't take the time to focus on and ensure that what connects all of these new tools — our data on customers and contacts — is accurate, accessible and appropriate.

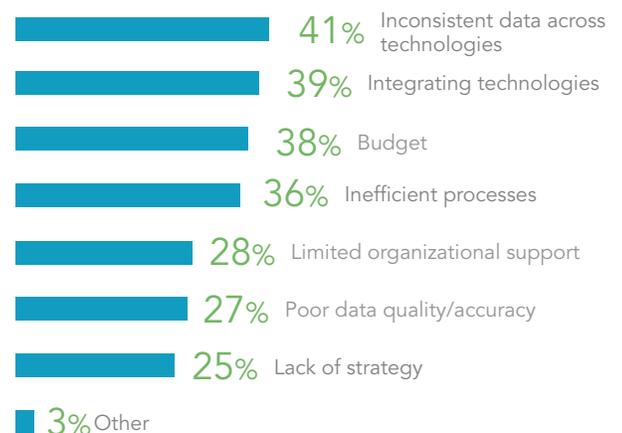
Judd Marcello, vice president of marketing at Smartling, a maker of translation management software, says, "CMOs need to take a hard look at which tools are truly the most important to their business — those that enable them to achieve their objectives and provide value to their customers — and keep a steadfast focus on using them effectively,"<sup>2</sup> and we agree.

For marketing programs to yield positive results and deliver the return you expect from such a major investment, there needs to be an ongoing commitment to data management. The availability of strategies and services that can be immediately deployed to address this "garbage in, garbage out" issue are more approachable and more affordable than ever. Those who fail to take action now run the risk of losing ground to competitors and failing to capture new market opportunities.

## Q WE ASKED

What are your biggest obstacles for maximizing the return on your investment in marketing technology today?

A **41%** cite inconsistent data across technologies as their biggest challenge.





# Account-Based Marketing is Increasingly Important to B2B Marketers

B2B organizations are turning to ABM practices to identify the businesses, buying centers and decision makers with whom they want to establish relationships.

This is nothing new to a lot of sales teams — they've been taking this approach for a long time. However, B2B marketers now have the sophistication and the automation available to them to wade in and start adopting this strategy. The timing is perfect because the B2B sale is getting more complex. According to IDG, "up to 17 people can now influence enterprise B2B purchases — a 70% increase since 2011."<sup>3</sup>

ABM is highly dependent upon strong firmographic and demographic data. However, it's more than just knowing the company you are targeting; it's about understanding the

market, the segment and the decision-makers you need to influence. Targeting specific accounts and decision-makers requires a coordinated, synchronized effort across multiple channels; and it requires accurate data to get it right.

"Account-Based Marketing is a strategic approach that coordinates personalized marketing and sales efforts to open doors and deepen engagement at specific accounts."<sup>4</sup>

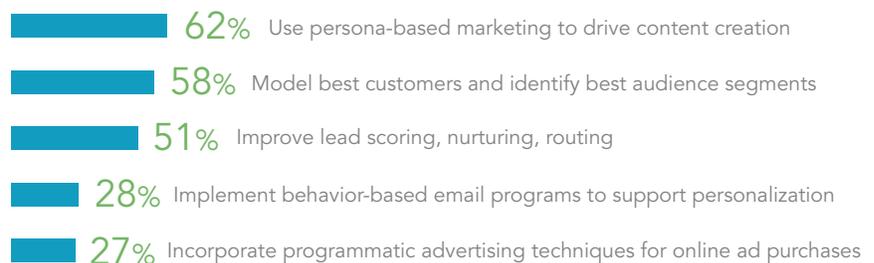
— Jon Miller, Founder and CEO, Engagio

## Q WE ASKED

How do you utilize demographic and firmographic data to improve success?

## A

58% utilize data to model best customers and identify best audience segments.

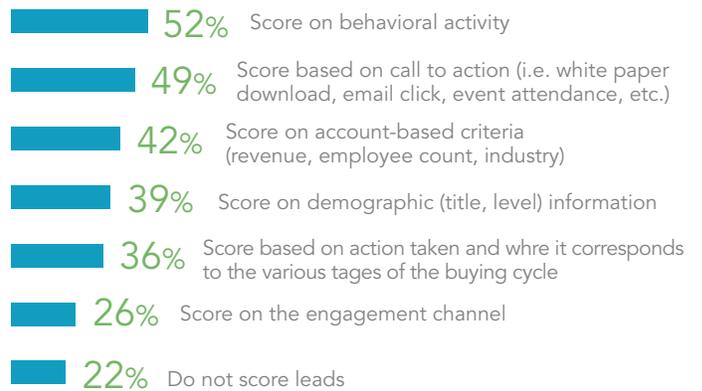


All of this intelligence guides your digital strategy and programmatic ad buying behavior. In the D&B survey, we found that B2B marketers are banking on demographic and firmographic data to fuel their ABM approach.

ABM isn't just about your outbound marketing efforts; it's also becoming an important factor in scoring inbound leads. By using account-based criteria as lead scoring factors, B2B marketers can see which programs and content strategies are attracting the right audience and route leads from target accounts to sales much faster. Annuitas' 2015 B2B Enterprise Demand Generation Survey found that 42% of those surveyed cite key account-based criteria as imperative to lead scoring (almost a 13% increase year-over-year) and 38% use demographics as well.

**Q WE ASKED**

How do you score leads?



TOP COMPANIES TARGETED IN 2015 (SOURCE: HOOVER'S)





# Programmatic Ad Buying Is Gaining Traction in the B2B Space

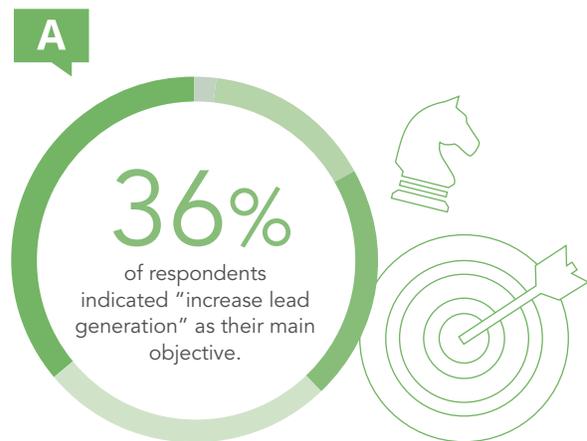
While there has been a fair amount of buzz around programmatic advertising, we acknowledge that this is still an emerging practice for B2B marketers.

Before we go too far, let's define the term. Dun & Bradstreet's "Programmatic Advertising & The B2B Marketer: 2015 Benchmarks, Budgets and Trends" defines the term as, "the use of automated technology to buy and sell digital media across millions of websites, as opposed to relying on human interactions to manually secure digital ad placements. In other words, anytime a machine is used to purchase and deliver a digital ad, it's considered programmatic."

B2B businesses, whether focused on specific accounts or casting a wider net for larger audience acquisition, are turning to digital channels and programmatic ad buying to engage (and nurture) their target markets. As usual, their incentive for taking advantage of this new(er) approach is, understandably, to drive growth for the business — growth in revenue, growth in customers and growth in brand awareness.

## Q WE ASKED

What is the most important goal of your digital advertising strategy?



- 36% Increase lead generation
- 26% Increase sales conversions
- 21% Increase brand awareness
- 15% Increase website and landing page traffic
- 2% Other

## PROGRAMMATIC ADVERTISING IS AT A TIPPING POINT:

**54%** of B2B marketers are currently buying advertising programmatically.<sup>5</sup>

**65%** of B2B marketers plan to spend more money on programmatic in 2016.<sup>5</sup>







# The Truth Behind B2B Marketing Data

Given the three market trends we've identified, one would think that fueling any of those approaches with quality data is a high priority.

However, we see a serious disconnect — B2B marketers are investing in everything but the foundation. Great marketing starts with great data and you can't maximize outcomes and success without addressing your data issues.

The following pages summarize our findings.



EMAIL  
DELIVERABILITY



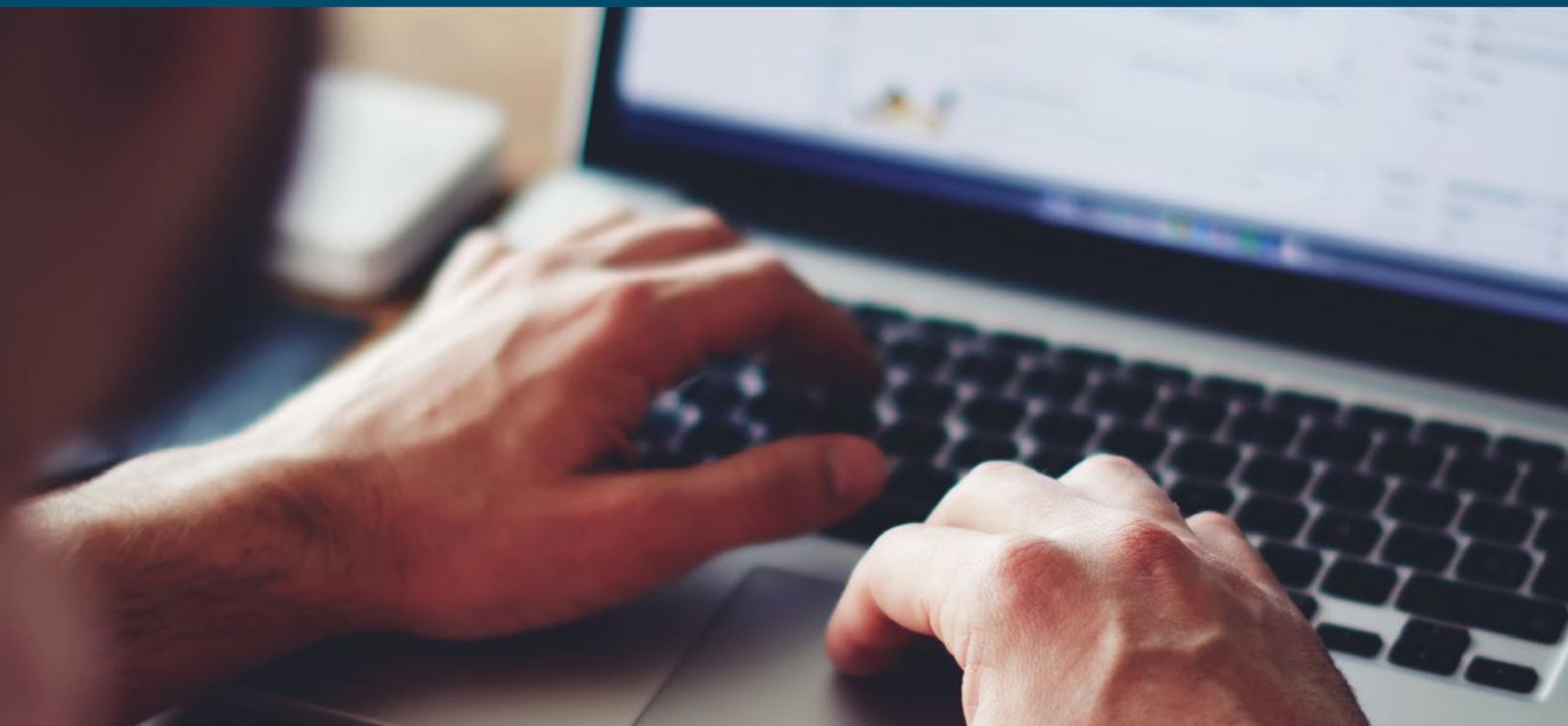
RECORD  
COMPLETENESS



PHONE  
CONNECTABILITY



RECORD  
DUPLICATION



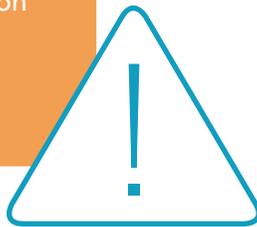


# Email Deliverability



Undeliverable emails can result in both hard and soft costs for a business:

wasted marketing spend, poor resource allocation, missed campaign goals as well as damaged sender reputation and brand perception.



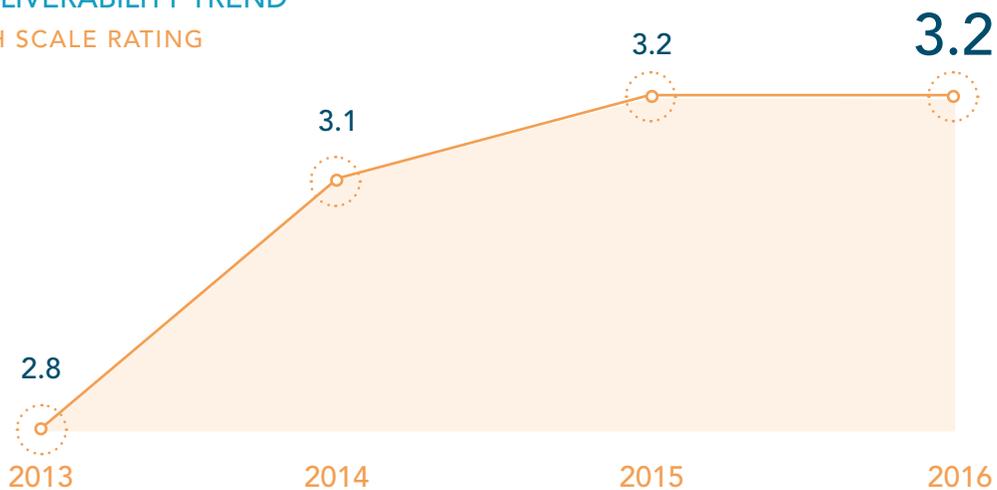
## THE ISSUE

B2B marketers expect their marketing automation platforms to be the engine that generates leads and converts them into customers. However, if the emails don't deliver, it doesn't matter how engaging and relevant your content is — you can't converse with those you can't connect with. In addition to being ineffective, undeliverable emails can incur both hard and soft costs for a business: wasted marketing spend, poor resource allocation, missed campaign goals as well as damaged sender reputation and brand perception.

## THE CURRENT STATE OF EMAIL DELIVERABILITY

Overall email deliverability rates remained flat year over year and continue to introduce unnecessary risk into marketing automation and demand generation strategies. The average company database deliverability is still less than optimal, with a Health Scale Rating of 3.2 (the same as in 2015). If marketers want to steadily increase program results, reduce missed opportunities and improve sender scores, they must invest the time to remediate this issue.

EMAIL DELIVERABILITY TREND  
BY HEALTH SCALE RATING





## Record Completeness

87%

of files lack Revenue information.

85%

of files lack Company Size by Employee.

77%

of files lack Industry information.

### THE ISSUE

Incomplete information on prospects and customers impedes accurate segmentation and targeting, sabotaging account-based marketing efforts, lead scoring and effective content personalization.

“You can have the best lead scoring algorithm in the world, but if you have data flowing into it with blanks, or incorrect values, then you may be sending leads to sales either too soon or too late,” says John Donlon, research director of marketing operations strategies at SiriusDecisions.<sup>7</sup>

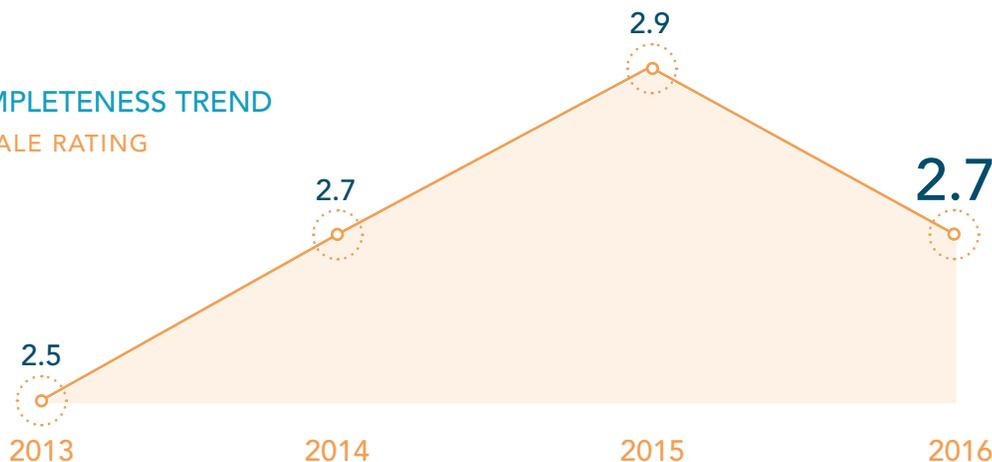
### THE CURRENT STATE OF RECORD COMPLETENESS

Record completeness continues to be an area where most B2B organizations struggle, taking a more than 10% dive in the average Health Scale Rating in 2015 from 2.9 to 2.6, or “unreliable.” And again, closer inspection of key segmentation fields like industry, revenue and company size show a decline across the board, keeping those categories stuck in the “risky” range with an average score of 1.6.

Given this poor state of record completion, it’s no wonder 59% of B2B marketers say that the biggest obstacle to their data-driven marketing success is “improving data quality.”<sup>8</sup>

While email deliverability may benefit from the services marketing automation platforms offer to ensure higher deliverability rates, improving record completeness is dependent upon adoption of a more limited number of vendors in the data management space. The challenge is further compounded by the fact that very few vendors have the scale of data operations to ensure the depth, breadth and accuracy of their data sets to support the needs of B2B marketers today.

### RECORD COMPLETENESS TREND BY HEALTH SCALE RATING





# Phone Connectability

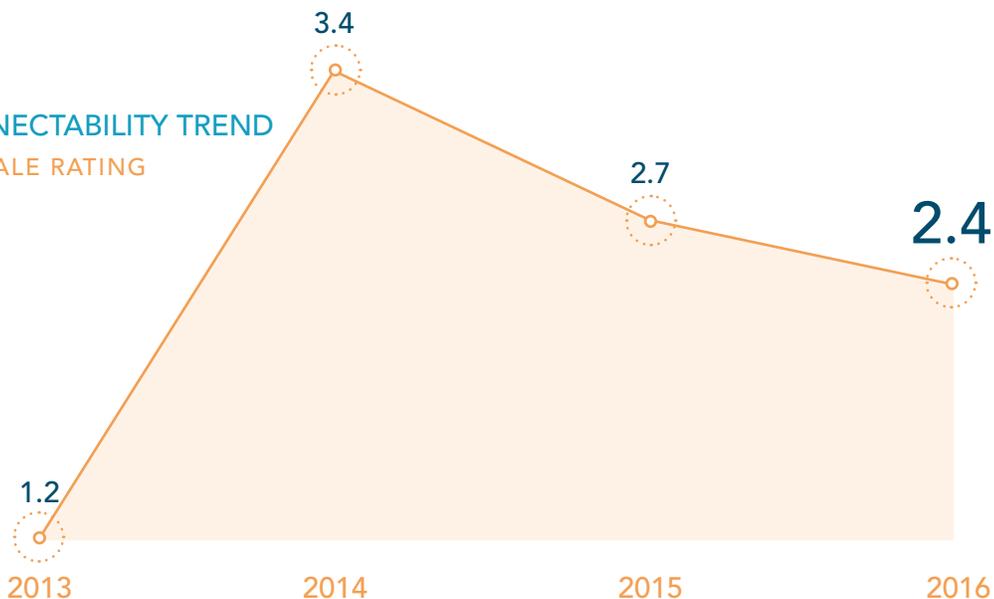
62%

of the 694M+ records analyzed do not include a phone number.

On average,  
**five million**  
professionals changed jobs every month for the first six months of 2015.<sup>9</sup>



## PHONE CONNECTABILITY TREND BY HEALTH SCALE RATING



## THE ISSUE

It's not rocket science — you can't expect sales to be productive (or happy) when marketing sends leads without a phone number attached to it. It wastes time and increases the number of missed opportunities to build pipeline and grow revenues.

Requiring your sales teams to spend time and effort sourcing phone numbers creates huge inefficiencies in the system and does even worse things for marketing-sales alignment.

## THE CURRENT STATE OF PHONE CONNECTABILITY

Phone connectability continues its downward trend year-over-year in our study — dropping from a current Health Scale Rating of 2.7 to 2.4 — moving it deeper into the “unreliable” territory. Similar to last year, when more than half of the records analyzed (55%) fall below the “questionable” category, there are systemic issues at play (e.g. sales reps not inputting full contact information into CRM systems, progressive profiling programs that don't prioritize phone number earlier enough, etc.) that organizations should be delving into in earnest.



# Record Duplication

90%

of files analyzed have less than 10% duplicates.

51%

of surveyed B2B marketers cite "integrating data across platforms" as a challenging obstacle.<sup>10</sup>

## THE ISSUE

The increasing number of marketing technologies that are consuming and generating contact and company data, increasing mergers and acquisition activity as well as the expansion of digital marketing channels creates a situation where record duplication can proliferate. Data duplication poses significant risks to brand reputation, customer goodwill, sender score and email response rates. Additionally, duplicate company data wreaks havoc on the efficiency of and the insights that can be generated from your ERP, supply chain and procurement processes.

## THE CURRENT STATE OF DUPLICATE DATA

When 51% of surveyed B2B marketers cite "integrating data across platforms" as one of the most challenging obstacles to data-driven marketing success,<sup>10</sup> we'd have expected there to be more duplicates in the files we analyzed. Even with a slight dip year-over-year, duplicate data remains a beacon of light in our best practices areas, with an average Health Scale Rating of 4.2, or "functional," down from 4.3 last year. We continue to believe that the wider adoption of marketing automation technologies and the growing ecosystem of data service providers for those platforms are easing the management of duplicate data for B2B marketing team.

## RECORD DUPLICATION TREND BY HEALTH SCALE RATING







# Why B2B Marketers Need to Put Their Money Where Their Mouths Are

Call it what you want: “modern marketing,” “data-driven marketing,” but in the world of B2B marketing today, data is the game changer.

Data fuels our MarTech stack; it drives more effective profiling, targeting and messaging and is a major determinant in the overall success (or failure) of our demand generation efforts. In fact, the D&B survey shows that 75% of respondents say that accurate and complete data is critical for achieving their marketing goals for 2016 (ranking it 8 or higher out of 10). And 39% of the respondents rank it as a 10 in terms of importance.

There is mounting evidence from a number of sources that B2B marketers understand good data drives better marketing. However, the data also shows us that we continue to struggle with data quality. What we found really interesting this year was a disconnect between what we say is important, our assessment of our own skills and the reality of the state of data quality. Case in point: almost 2/3 of B2B marketers surveyed feel they have at least a mature approach to managing the quality of their data. Though given the current state of marketing data detailed in this report, it is clear to us that the majority do not have the right level of maturity.

Until data strategies are prioritized and effectively funded, we are only deluding ourselves to think that our current efforts are good enough to fix this problem.

75%

of respondents say that accurate and complete data is critical for achieving 2016 marketing goals.

How important is accurate and complete data to achieving your marketing goals in 2016 vs 2015?

- 49% More important
- 40% Almost the same
- 11% Less important



As a group, B2B marketers talk a good game about the importance of data. We use it to inform our digital advertising strategy and to target our digital ads at the right audiences:

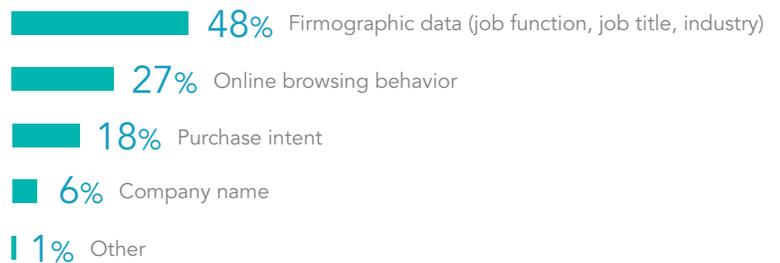


Furthermore, we use data to develop our target buyer personas and identify our intended audiences for programmatic ad buying:



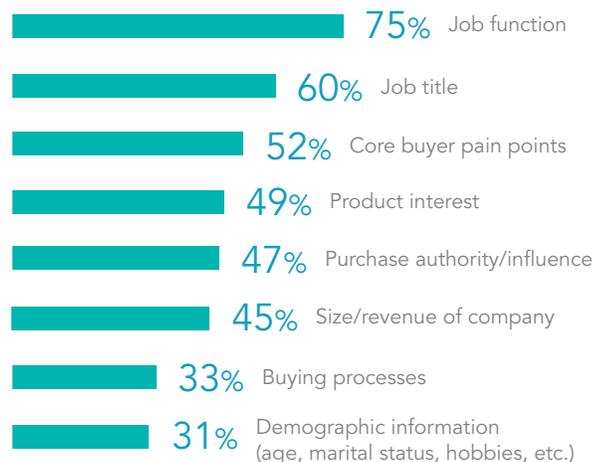
**Q WE ASKED**

What is the most useful type of targeting data when engaging in digital advertising?



**Q WE ASKED**

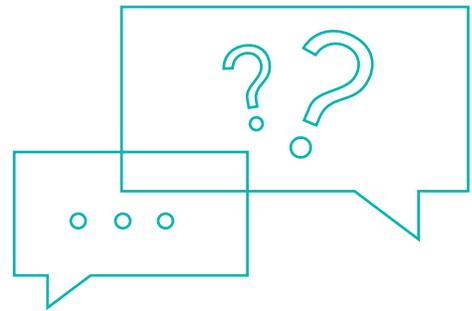
What criteria do you use to develop your buyer personas?



However, when you look at the Data Health Scale Rating for “record completeness” (2.6 — a 10% decline and almost down to 2013 levels), it’s clear that we aren’t doing a good enough job of managing our company and contact data. In fact, only 14% ranked “data completeness” as a top challenge for supporting in-market activities. It’s like we’re sticking our heads in the sand.

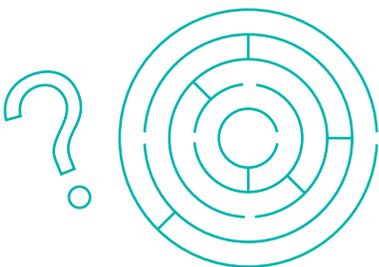
Herein lies the data delusion. We say that data is important. However, the trend lines in this report show a mixed bag over the past four years — it feels a bit like two steps forward, one step back — despite the continued voice from B2B marketers that data is critical for their success.

THE QUESTION REMAINS:  
**Will marketers actually prioritize fixing these data issues?**



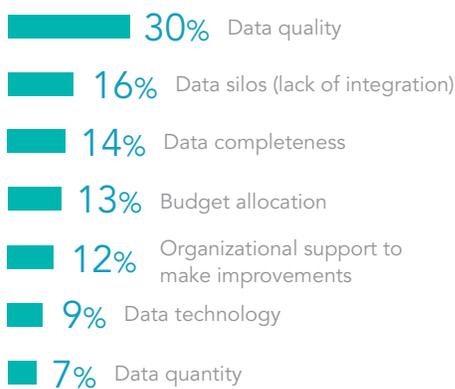
**Q WE ASKED**

What is your number one challenge in ensuring your marketing database is capable of supporting your in-market activities?



**A**

**30%** cite Data Quality as the number one challenge of their marketing database.



# Conclusion

In the age of self-driven buyers and digital media, B2B marketers continue to struggle with data limitations as they seek to engage the right customers and prospects across a huge array of channels.

You need to activate high-quality data to identify key accounts and targets, reach them at the digital watering holes, and deliver relevant content that accelerates their buyers journey. Anything short of this is just more of the same and that isn't good enough anymore.

59% of marketers surveyed by D&B believe they have the right skills to address their company and contact data intelligence issues. However, the results of our report prove that these skills need to be engaged more consistently in order to make a measurable impact.

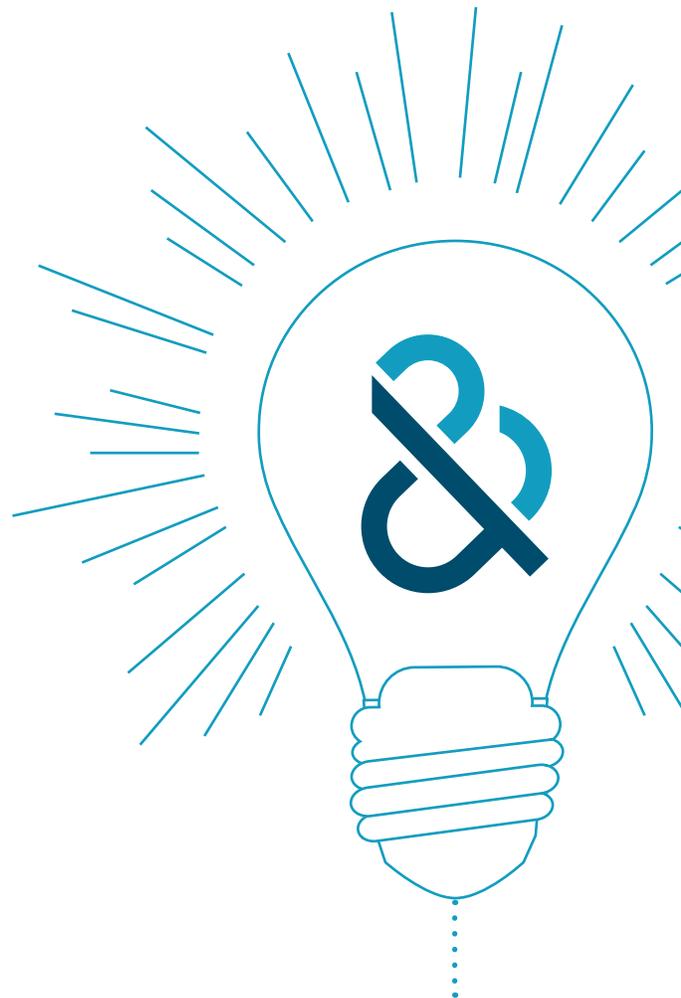
A shift has occurred, and "digital marketing" is simply "marketing" — period. That means nearly every area of marketing is now digitized in some way and is fueled by data from start to finish. The data you feed into your programs can make or break the success of each effort. According to SiriusDecisions, companies that proactively maintain their database can realize 66% higher conversions to revenue compared to those that do not.<sup>11</sup> Marketers and their business will benefit greatly by establishing a standardized, ongoing approach for processing and managing data throughout its lifecycle.

The bottom line is that data is the lifeblood of your business. If you do not attack your data issues head-on, you are going to find yourself with diminished ROI from your MarTech stack and countless missed opportunities in 2016.

Don't let bad data dim your future. Unleash the power of data and analytics to build lasting relationships and turn marketing investments into growth assets.

A shift has occurred, and "digital marketing" is simply "marketing" — period.

That means that nearly every area of marketing is now digitized in some way and is fueled by data from start to finish.



# So Now What?

It wouldn't be fair to leave you in the dark — pun intended. Here are three simple steps you can take to bring your data strategy into the light:



## Discover Areas of Opportunity:

Work with your team to map out the areas that would be positively impacted with better data.



## Assess the Status of Your Data:

Run a complimentary Data HealthScan from Dun & Bradstreet at [smartmarketingdata.com](https://smartmarketingdata.com) or contact us today at 1-888-826-4877 to arrange your assessment.



## Amp Up Your Data:

Append additional intelligence to your database for optimal targeting and segmentation efforts through [DNB.com/Sales-Marketing](https://DNB.com/Sales-Marketing).

## ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. We help marketers develop and manage their B2B data. Our multi-faceted data quality processes — backed by the world's largest commercial database and seamless integration into your marketing systems — enables you to identify the best opportunities, build stronger relationships and accelerate growth for your company. For more about Dun & Bradstreet, visit [DNB.com](https://DNB.com).

# Understanding the Health Scale Rating System

The Health Scale is a standardized five-point scale with ratings from “1,” which indicates a “Risky” status, and escalating to “5,” which is defined as “Optimal.” The scale itself was determined by evaluating the results of assessments, known as the Dun & Bradstreet Data HealthScan, completed to date and then statistically determining ranges based on the data.

	 <b>RISKY</b>	 <b>UNRELIABLE</b>	 <b>QUESTIONABLE</b>	 <b>FUNCTIONAL</b>	 <b>OPTIMAL</b>
<b>Email Deliverability</b>	Email deliverability less than 60% is likely to lead to sender reputation damage.	Email deliverability of 60-70% increases likelihood of sender reputation damage and affects ability to predict outcomes of email marketing.	Email deliverability of 70-80% introduces some chance of difficulty with sender reputation, ability to forecast outcomes of email programs is variable.	Email deliverability of 80-90% makes for predictable outcomes of email marketing programs and improves likelihood that emails will reach intended audience.	Email deliverability of 90% or better is best-in-class, eliminating risk to sender reputation and allowing for highest predictability and performance of email marketing programs.
<b>Record Completeness</b>	0-50% of records are complete, presenting a significant impairment related to lead scoring, routing and segmentation.	50-65% of records are complete, presenting impairment related to lead scoring, routing and segmentation.	65-80% of records are complete, impacting lead scoring, routing and segmentation.	80-90% of records are complete, allowing for consistency in lead scoring, routing and segmentation.	90-100% of records are complete, allowing for optimal lead scoring, routing and segmentation.
<b>Phone Connectivity</b>	Phone connectability less than 50% introduces considerable inefficiency in the calling process.	Phone connectability between 50-60% wastes valuable sales resources on wrong dials.	Phone connectability between 60-70% increases the amount of research necessary to reach prospects by phone.	Phone connectability between 70-80% makes it more likely that prospects can be reached via phone.	Phone connectability above 80% maximizes sales efficiency.
<b>Record Duplication</b>	More than 30% of records are duplicative, increasing costs associated with storage and redundancy in marketing efforts.	Duplicate records comprise 20-30% of overall database, presenting increased risk of unnecessary storage costs or redundancy in marketing efforts.	Duplicate records comprise 10-20% of overall database, presenting some risk of unnecessary storage costs or redundancy in marketing efforts.	Duplicate records are between 0-10%, significantly reducing the risk of unnecessary storage costs or redundancy in marketing efforts.	Duplicate records are at 0%, eliminating the risk of unnecessary storage costs or redundancy in marketing efforts.

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