

A DATA BUYER'S GUIDE: CHOOSING YOUR IDEAL MARKETING SERVICE PROVIDER



In 2019, \$11.9 billion was invested in third-party audience data by U.S. marketers, publishers, and other data users

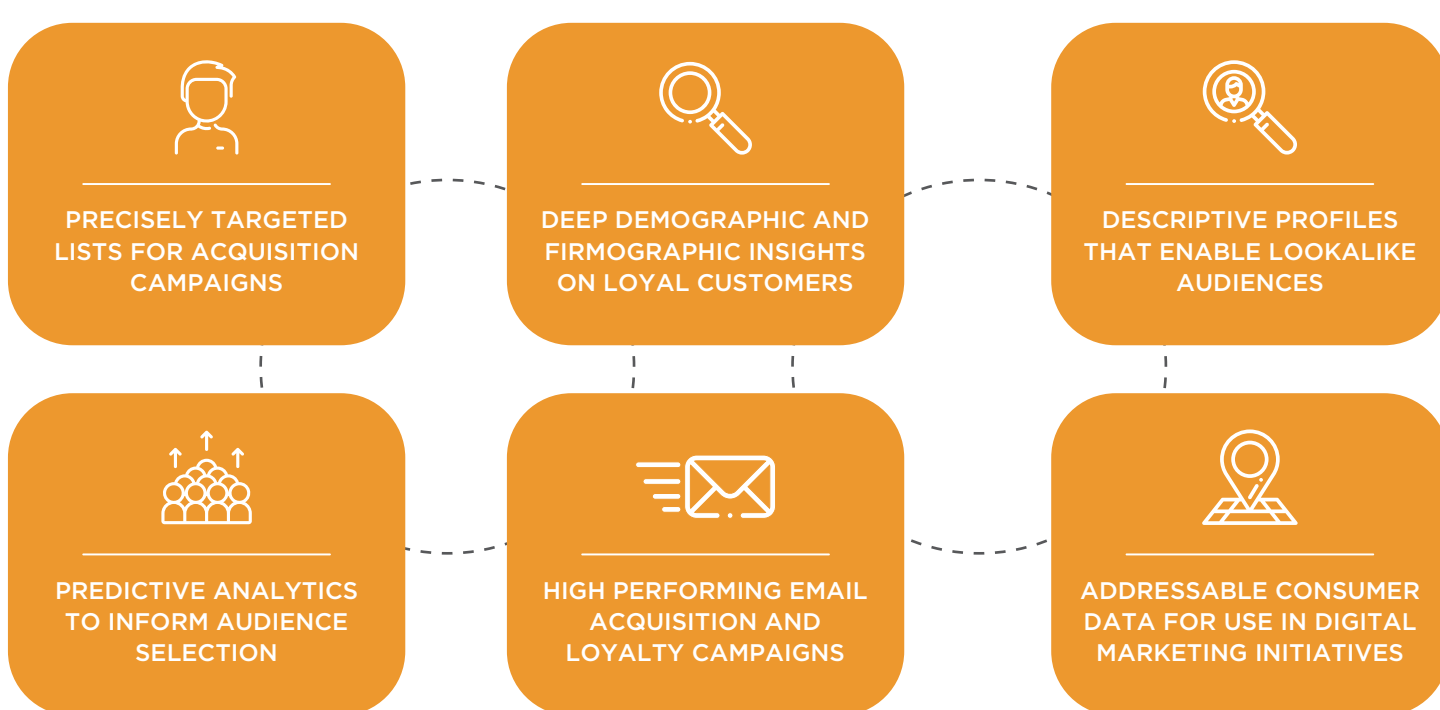
One in five CMOs reported not having enough third-party data, while 25% said accessing data was difficult

57% of the same audience reported that increased use of their first-party data for contextual targeting was a priority

The industry is saturated with companies that provide direct marketing lists. But you need more. You need an embedded data-marketing partner to serve as an extension of your team.

Whether for your own business or to earn repeat business from your clients, the right marketing service provider will equip you to better manage your in-house data and provide unparalleled access to third-party data.

THIRD-PARTY DATA SUPPORTS ESSENTIAL MARKETING FUNCTIONS



THIRD-PARTY DATA SHOULD MAKE YOUR LIFE EASIER

Simply said, the right data partner increases your ability to manage marketing campaigns more effectively and efficiently. Take the following recommendations into consideration as you begin your search.

1 Look for Transparency

Seek a partner provider that considers transparency in data compilation and quality a form of knowledge share. Potential providers should be willing to discuss with you the origins of their data, sources used in compilation, and processes used for quality assurance. This information is critical to your ability to make informed data-related decisions.

2 Look for Depth of Coverage

Data partners that feature a curated collection of datasets across a variety of file types will be more agile in approaching your marketing requests. Inquire as to their ability to source data from multiple files to meet your campaign needs. Doing so will improve data enhancement match rates and increase the number of prospects available for marketing.

3 Look for Service and Delivery Options

What level of service commitment is provided by your prospective partner? Service Level Agreements (SLAs) ensure that service and delivery operations are consistent and designed with your best interests in mind. Ask potential providers about the availability of self-service platforms as well as the structure of their full-service delivery models.

4 Look for Adaptability

As the requirements of your business evolve, your selected data provider should be able to scale solutions accordingly. In times of growth and decline, the right partner will present the best possible solution customized for your business in that specific moment. For example, are they able to incorporate digital marketing channels that extend your ability to make targeted connections online?

5 Look for Compliance

Your prospective provider should willingly present information on their compliance initiatives. Ask how their datasets and related services are compliant with all relevant laws (including CAN-SPAM, CCPA, and GDPR), industry best practices, and consumer privacy initiatives.

CONSIDER ACCUDATA.

For guidance and recommendations precisely attuned to your business needs, rely on AccuData.

From the application of industry best practices in data, design, and deployment to identifying the channels that best suit the intended target audience, AccuData delivers results that go above and beyond. Whether for your own business or that of your clients, AccuData is here to help you implement effective marketing strategies informed by data.



Targeted Data Solutions

As a leader in the data industry for more than 30 years, we offer unrivaled access to the nation's most insightful and accurate marketing data sources.

Acquisition & Loyalty Email

Our superior email data and in-house creative services team provide high-performing email campaigns to reach customers and convert prospects.



Data Analytics & Insight

Better define target audiences, increase response rates, and improve customer engagement with robust data analytics and insight.

Digital Marketing

Leverage our expertise in this ever-evolving field and achieve superior precision and performance to reach always-connected audiences.



Custom Database Services

While there are many options for out-of-the-box customer data platforms, there is no replacement for an exclusively developed, custom database solution.