



 **AccuData**
INTEGRATED MARKETING

A GUIDE FOR DATA RESELLERS

Understand and Overcome Common Third-Party Data Challenges

(Business Data Edition)



Your clients trust you to make the very best decisions when it comes to acquiring and managing direct marketing data. And in turn, you trust AccuData to do the same.

Business data compilation as a science is constantly evolving, as are the firmographics and contact details that make up the businesses your clients desire to reach. When vetting our business partner providers, we ensure their data collection methods balance scale and selectability with accuracy and quality.

No matter our best efforts (and those of our chosen providers) to capture accurate business populations, data quality issues will arise. We feel that providing you with an understanding of common data quality issues will allow you to offer faster, more proactive support to your own customers. We understand that the prospect mailing list is a small portion of the overall marketing effort and our team is available to assist with any concerns you or your clients may encounter.

DATA QUALITY, ACCURACY, AND DECAY RATES

Industry standard information is compiled from leading direct marketing and advertising experts, including but not limited to the Association of National Advertisers (ANA) and their DMA division (Data Marketing & Analytics), as well as numerous direct marketing service providers and data compilers.

Data Quality and Accuracy

AccuData uses commercially reasonable efforts to stay within an undeliverable rate of 10% and a disconnect rate of 15%; actual rates will vary and are not guaranteed. These rates are based upon the full quantity of the prospect list(s) provided and are merely guidelines. Do consider deploying your mailing as soon as possible after receiving your list to maximize deliverability.

Regarding email addresses, email data is generally self-reported and is based upon the information received upon sign-up and therefore, AccuData makes no guarantees as to the integrity, accuracy, reliability, or compliance with data protection laws of any email data or records provided.

Data Decay

Data decay refers to the gradual loss of quality that occurs when data is extracted from the environment responsible for its upkeep. Businesses and the employees within are incredibly dynamic; constantly moving, growing, and changing. Data files on the other hand, capture a moment in time and cease to change following their creation. This is particularly true in the case of rented direct marketing lists.

Unlike most compiled consumer direct marketing lists that decay at a rate of 2 - 2.5% a month, the rate of business data decay varies greatly based on the firmographic attributes utilized in the creation of your client's list.





Average Rate of Monthly Changes for Top Firmographic Attributes

Firmographic	Average Monthly Change:
Company Name	2%
Company Address	2%
Telephone Number	2%
Main Email Address	3%
URL	5%
Top Contact Name	3%
Industry (SIC Code/NAICS Code)	9%
Corporate Linkage	5%
Employee Size	15%
Sales Volume	15%

What steps can you take to help combat data decay? Encourage your clients to rent and mail their direct marketing lists as close to their mail date as possible. And for clients that are interested in unlimited-use list rental, ask your AccuData account representative about the possibility of refreshes. A data refresh, where available, will provide your client with a new data file customized to their geographic and firmographic specifications.

THE MOST COMMON Third-Party Data Challenges When Mailing Business Lists

AccuData is pleased to partner with DatabaseUSA, a leading provider of comprehensive business information with deep foundations in the direct mail and email marketing space, for the majority your business list needs. Please note that if the list in question was rented from another business data provider, the responses to common challenges answered here may differ.





Undeliverable Addresses

Being deeply embedded in the direct mail industry, you are likely all too familiar with undeliverable as addressed mail. Even with a complete suite of USPS®-licensed postal hygiene, address standardization, and change of address processing regularly applied, the direct marketing lists mailed on behalf of your client may produce undeliverable addresses.

In the event that a business mailing results in a return rate greater than 10%, please encourage your client to provide you with sample mail pieces that can be delivered to AccuData for research and response. Your AccuData Representative can guide you through the process.

Mail is most commonly undeliverable as addressed for the following reasons:

- The business has moved and not left a forwarding address
- The address is incomplete, incorrect, or illegible
- The address does not exist
- A mail receptacle does not exist
- The addressee is unknown or deceased
- The addressee refuses or fails to claim the mail

Disconnected Telephone Numbers

The yellow pages and business white pages play a significant role in the business data compilation process. In addition to these directories that provide published telephone numbers, DatabaseUSA utilizes dozens of additional sources (including televerification calls and corporate websites) to identify phones. Generally speaking, telephone numbers are updated every six to nine months; ad hoc updates are made as DatabaseUSA receives new information.

Telephone numbers are most commonly disconnected for the following reasons:

- The business has closed and DatabaseUSA's sources have not yet reflected the change
- The business was acquired by or merged with another organization and the original phone number for the acquired organization is no longer in use



Undeliverable Email Addresses

As with telephone numbers, DatabaseUSA updates the email addresses on their file every six to nine months. When new information is received, it is added to the database on a case-by-case basis. From a sourcing perspective, emails can be derived from business directories, business filings, corporate websites, news and press releases, tradeshow attendee lists, and more. Emails go through an extensive verification process with each update cycle.

Email addresses are most commonly undeliverable for the following reasons:

- The email address is invalid due to a syntax error or the domain does not exist
- The email address has an error in the spelling of the individual's name or company name/domain (for example, Pete Smith's email address is peter.smith@email.com, not pete.smith@email.com)
- The email address is associated with a catch-all domain and the ESP may need to attempt redelivery as often times they are diverted into a soft or non-deliverable status

Contact Name and/or Contact Title is Out of Date or Incorrect

When considering issues with contact names, please note that the majority of business data providers, including DatabaseUSA, compile data at the entity-level and limit their contact name focus to primarily the C-Suite. This may include C-level executives, owners, presidents, principals, and other executive-level decision makers. Contact names on the DatabaseUSA file are updated at least once a year and name verification is attempted through corporate websites, web research, and televerification.

Contact names may be out of date or incorrect for the following reasons:

- The business has experienced a high rate of turnover and DatabaseUSA's sources have not reflected the change post annual update
- DatabaseUSA's validation process may not focus on mid- to lower-level contacts as they are not typically decision makers
- Individuals may not update their job title, function, and/or place of business on public sites, which can impact the quality of information reported (for example, a public LinkedIn profile that shows a former employer)
- Job titles and functions are standardized into a limited number of categories, which may not completely reflect an individuals' exact title

A Business Does Not Match the Requested SIC Codes

DatabaseUSA uses a proprietary 7-digit SIC code system. The first four digits represent the standard government developed coding; the additional three digits extend business classifications and are added by DatabaseUSA. SIC codes are assigned during the compilation process according to the business's yellow page advertising header. Additional considerations in assignment are based on the review of a company's website and industry directories.

DatabaseUSA has two categories for their SIC codes: primary and secondary. The primary SIC code reflects the business's primary line of business based on annual revenue, whereas the secondary SIC code is populated based on additional products/services/functions a business provides. Up to six SIC codes are available per record.

Businesses may not match the requested SIC codes for the following reasons:

- The business record was erroneously coded as having a product or performing a service/function that they do not
- The business changed their line of work and DatabaseUSA has yet to receive notification of and validate the change
- In the list creation process, all SIC codes were queried as opposed to the primary SIC code leading to businesses being provided that did not meet the specified criteria

Limited Coverage of Firmographic Attributes

While business data providers attempt to be as detailed as possible in the compilation process, not all firmographic selects will be populated for every business represented. The coverage of a specific attribute is dependent upon the source provider(s). Some firmographics are sourced from multiple providers, while others may be derived from a unique source and therefore, have limited coverage.

Other attributes are populated based on sophisticated models. This data, which is also referred to as inferred or estimated data, tends to be more robust in coverage as the model can be applied where exact data does not exist (or in lieu of exact data all together).

Examples of modeled data points on the DatabaseUSA file include:

- Accounting Expenses
- Advertising Expenses
- Business Insurance Expenses
- Credit Scores
- Legal Expenses
- Number of PCs
- Office Equipment Expenses
- Technology Expenses
- Telecom Expenses
- Square Footage
- Utilities Expenses



NEED ADDITIONAL ASSISTANCE RESOLVING A CLIENT CONCERN?

Count on AccuData's skilled staff to provide real-world knowledge and fast, responsive service. Many of our team members are highly tenured in the direct marketing industry and can provide expert consultation to you and your clients. From resolving concerns to recommending improved audience selection, AccuData takes the burden out of your hands. No matter the need, we are here for you each step of the way.





800-732-3440 | WWW.ACCUDATA.COM | INFO@ACCUDATA.COM

