

# Checklist for Better Lists

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This checklist will help you build a list with complete and accurate records including the right titles and the right companies to meet your needs.

<input type="checkbox"/>	1. Customer profile
<input type="checkbox"/>	2. SIC industry analysis
<input type="checkbox"/>	3. Target company list to define market universe
<input type="checkbox"/>	4. In-house title analysis
<input type="checkbox"/>	5. Multiple list vendors to optimize market coverage
<input type="checkbox"/>	6. Preview titles before buying
<input type="checkbox"/>	7. Progressive purchasing to avoid buying duplicate emails
<input type="checkbox"/>	8. Measure market coverage (lists vs. market universe)

## How to Build Optimized Marketing Databases

### Target Market Definition

We recommend Hoover's business data as "record of truth" to generate consistent, accurate and reliable target market definitions. You can easily append Hoover's firmographic data to inhouse customers and prospects to help identify key SIC codes, sales revenue ranges and employee size ranges to define current target markets. Then use a unique market defining SIC code matrix that enables marketers to simultaneously view broad industry segments (2 digit SIC codes) and granular market segments (4 & 8 digit SIC codes) to assure that all attractive target markets are identified and selected. Once completed you will want to market size test with sales revenue and employee data to develop pragmatic and realistic target market definitions.

### Target Companies

You are now ready to use the finalized target market definition to create a list of target companies within Hoover's to send to multiple list vendors so that all list vendors are working with a consistent target market definition and target companies. Your new list of target companies represents the entire market universe so it can serve as an objective measure of market coverage achieved by each list vendor.

## Target Titles

Now you're ready to analyze inhouse customer and prospect lists to identify current title targeting. Your goal is to create a list of key title words associated with Decision Makers and Influencers. Don't forget Influencers – these can enable you to reach the people whose problems you are solving, not just the Decision Maker. In this list you will need to identify authority levels (c-level, vp-level, director-level, manager-level, supervisor-level) and functional roles (data center, networking, infrastructure architect, business intelligence) associated with Decision Makers and Influencers.

You will also want to identify the maximum quantity of contacts to be targeted within each target company – don't limit yourself initially – try to understand the total addressable market. You will want to generate separate counts for Decision Makers and Influencers to accurately control the proportions of each role. Next create a final target title matrix that contains all title key words, authority levels and functional roles which you will need in order to send to multiple list vendors.

## Market Coverage

You will want to measure total market coverage by comparing your target company market universe to the accumulated company coverage from multiple list vendors.

**“List vendors are continually adding new contact names so you should consider updating your marketing database at least twice a year to add newly available email contacts.”**

## Multiple List Vendors

We have found that there is no “one source” list vendor that has all companies and titles so you will want to source from multiple list vendors to achieve optimum market and title coverage. Then proceed to purchase lists incrementally and in sequence so that each incremental list purchase serves as the suppression list for the next list purchase to avoid buying duplicate records. Our team has negotiated “no minimum charge” contracts with list vendors to avoid paying premium pricing for small incremental purchases which enables us to optimize market and title coverage at an affordable cost. We work closely with each list vendor to assure that we fully understand how their key word selection process works to assure that we accurately select their best email records.

## Quality Control

You will need to negotiate “preview file” agreements with list vendors to review title selections prior to purchase to assure that their title selections match our title target matrix. You wouldn't want to receive “Security Guard” included in a search for “Director of Network Security”. Next, reformat all list purchases into a universal format and generate quality control summary reports for the combined marketing database. You will need to create a series of quality control summary reports that include title count, company count, contacts per company and list source count.

## Custom List Development and Segmentation

You may have targeting needs that require specialized data such as granular industry data (manufacturing company sites with 100+ employees). In this case we would conduct research to acquire specialized data and databases that meet your specific client targeting criteria. We can also assist with customized services such as email appending to company contact name lists, specialty list vendors, and specific software, services or technology installations.

It is also possible to negotiate special individualized unlimited 12 month license agreements with list vendors that normally only rent their lists to enable clients to gain access to lists that are not readily available in the b2b email acquisition market.

**“While b2b email marketing may be challenging it is good to remember that email is the only marketing channel that your target contacts check 12 times a day.”**

## What Makes Our Approach to Building B2B Databases Unique?

Our use of Hoover’s data to define target markets, target companies and target marketing universe assures that all list vendors are working with the same accurate targeting standards. We work with multiple list vendors to enable us to optimize total market coverage and title coverage, and objectively measure total market coverage by comparing the combined company coverage of all list vendors to Hoover’s list of target companies. Leveraging a unique market defining SIC code matrix enables marketers to simultaneously view broad industry segments and granular market segment details to better define desirable target markets. Leveraging this target title matrix assures that all list vendors are working with the same accurate target title definitions that include title key words, authority levels and functional roles.

**“Average data erosion rates for b2b email contacts can be as high as 3% per month or 36% per year - which represents the combined impact of employee turnover, job role changes and opt-outs.”**

By having a negotiated title previews, we can to quality control titles prior to purchase to eliminate titles that do not meet your target title quality standards. Using progressive suppression list buying assures that we do not purchase the same records more than once. And negotiated no minimum charge pricing enables us to optimize market coverage through small incremental list purchases while enjoying consistent stable pricing.

Our business model is based on a research and management fee instead of adding profit margin to each list we acquire so we can focus exclusively on list quality rather than list quantity. Our business model enables us to work with existing client pre-paid list vendor subscriptions and new list vendors to offer a fully integrated approach to marketing database development. By sourcing records, including email, from multiple list vendors we can help you diversify marketing risk associated with list accuracy and freshness.