

THE
B2B MARKETING
DATA REPORT
2017



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Welcome to the Fifth Annual B2B Marketing Data Report from Dun & Bradstreet



The roles of sales and marketing are colliding.

And data is at the core of successfully bringing these functions together in a way that unlocks growth for your company – and your career.

As organizations focus on aligning their go-to-market activities – and leverage technology to drive efficiencies in doing so – your ability to navigate and manage the wealth of data coming into your teams is crucial to achieving your goals.

We see this every day as we work with our customers to help them interconnect their data across systems and to create meaningful, engaging customer experiences that drive their business forward. We also see the real story behind the data they are working with – and it bears some analysis.

Sales and marketing teams continue to struggle with data quality at the core of their customer and prospect universes – just flip through the pages of this report and look at the stats. However, our conversations show that there is a growing priority on addressing and maintaining quality across these data sets. And increasingly, teams are refining their segmentation and narrowing their focus to the best accounts rather than focusing on quantity. The goal is to align marketing efforts across online and offline channels while also empowering sellers with the intelligence they need to engage at the point of contact and accelerate sales.

So, we sit at an interesting point in the data journey. The trends certainly point to the need for accuracy and intelligence. But the data on the data shows there is work to be done. This report will help you understand the landscape and the ways your peers are cutting through this data chaos. We're confident it will lead to a better understanding of your customers and a sharper focus for your marketing efforts across your many channels and systems.

We hope that you enjoy this year's report and use it as a catalyst to identify the relationships that matter most to you.

Thanks for digging into the data with us.

A handwritten signature in black ink, appearing to read 'Derek Slayton'.

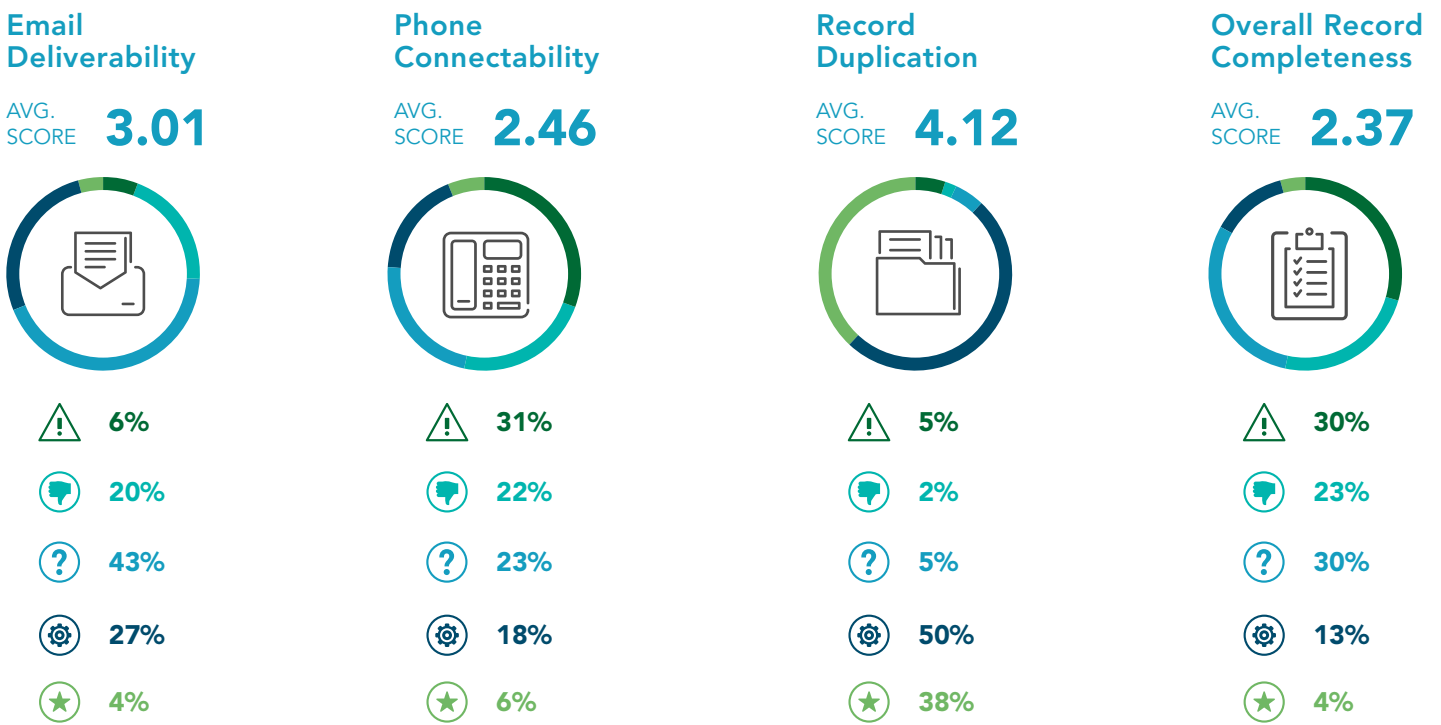
Derek Slayton
Global Leader & GM
Sales & Marketing Solutions
Dun & Bradstreet

2017 State of Contact Data Health

Dun & Bradstreet is in a unique position to offer a view on the state of B2B marketing data: we work with more than 90% of the Fortune 500, we processed over 6 billion company and contact records this year alone and we’ve been in the data business for 175 years! To find out how today’s B2B marketers are using data to drive growth, we surveyed over 400 B2B demand generation professionals, as well as those responsible for sales and marketing ops. These survey results and our insights from the data we processed this year are contained within this report.

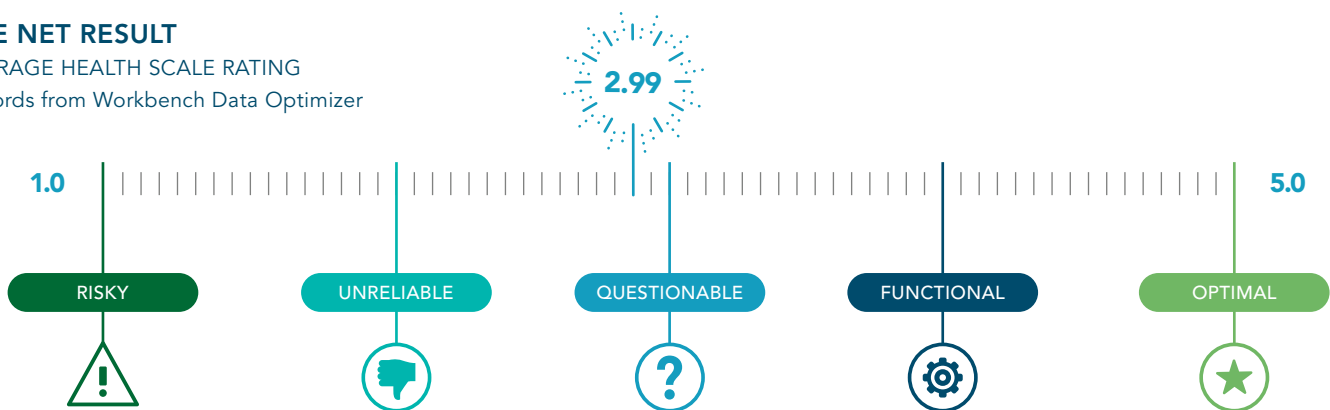
Year-over-year, the current state of data quality has remained “questionable” at best – declining slightly by 10%. Additionally, we’ve seen little improvement across the four primary indicators below. The sky certainly isn’t falling, but marketers need to be aware of the positive impact that better data quality can have on their go-to-market strategy, and they need to be more diligent about addressing it.

AVERAGE SCORE BY DATA QUALITY INDICATORS



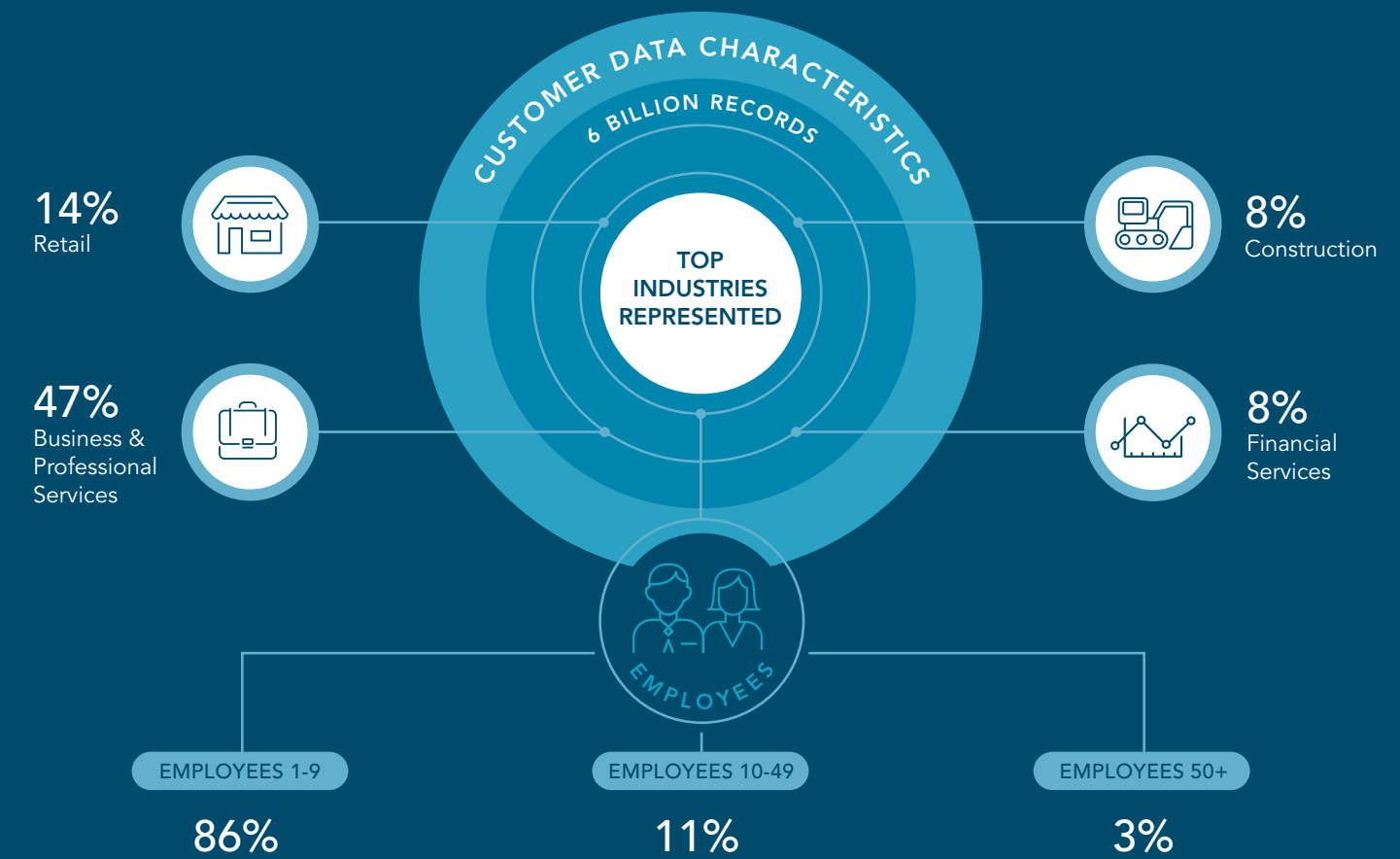
THE NET RESULT

AVERAGE HEALTH SCALE RATING
Records from Workbench Data Optimizer



Company Data At-A-Glance

Last year at Dun & Bradstreet, we processed over 6 billion records for our customers. We learned a lot from this data – including the amount of change that transpires within and across organizations. Here’s what we found:



Data is more dynamic than ever!



INTRODUCTION

Ignite Your Growth Engine

Multichannel marketing, like electricity with its positive and negative charges, involves a constant interaction of forces that need to be balanced and grounded in order to ignite growth. For B2B marketers today, those forces take the form of technology and data.

On one side, there is more marketing technology available than ever before. Scott Brinker, Editor of chiefmartec.com, pegs this year's growth in MarTech vendors at 87%. On the other side, the volume and variety of data delivered through those systems can be chaotic and needs to be processed and aligned: 63% of the marketers we surveyed state that they struggle to align data across multiple channels. In order to ignite your multichannel marketing strategy, marketing technology (MarTech) and advertising technology (AdTech) platforms must be bound to quality data.

Marketers still need to identify and attract the right audiences, engage and nurture them, and ultimately

sell them a solution. However, these principles need to connect with a shifting buyer's journey. Where marketing used to send leads to sales as quickly as possible, they now have to engage the buyer longer. This requires tighter control and use of data. Maintaining the context and an understanding of who the buyer is, where they work, and what they've already done – all while doing it in a somewhat automated way – is key. This is dangerous ground for marketers: the scale is great, but the missteps can be terrible.

As you'll see in this year's report, when data and technology are interconnected they ignite growth and become the cornerstone of success. The good news is that B2B marketers are starting to take action on their data: more than half of those we surveyed are increasing investment in data quality and 56% of organizations grew their data management team in 2016.



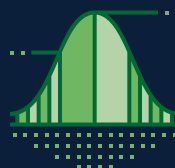
After surveying more than 400 B2B marketers this year, we uncovered some key insights regarding this constant balancing act of technology and data, including:



**Data quality
is key**

80%

of marketers see data quality as critical to sales and marketing and more than half are investing to address persistent data challenges.



**Analytics are
on the rise**

70%

either use or plan to use analytics to drive market prioritization, Account-Based Marketing and more meaningful segmentation and targeting.



**Marketers continue to
move to programmatic
advertising**

72%

of those we surveyed feel that connecting 1st party and 3rd party data (online and offline data) is important.



**Sales and marketing need
better alignment to
generate revenue faster**

49%

of marketers don't score leads and only 31% have connected data across CRM and MAP.

Data is as dynamic as ever and companies continue to search for ways to manage data chaos more effectively.

Read on to find out where **data disconnects** exist and how marketers are interconnecting data across systems to become a **growth catalyst** for the business.

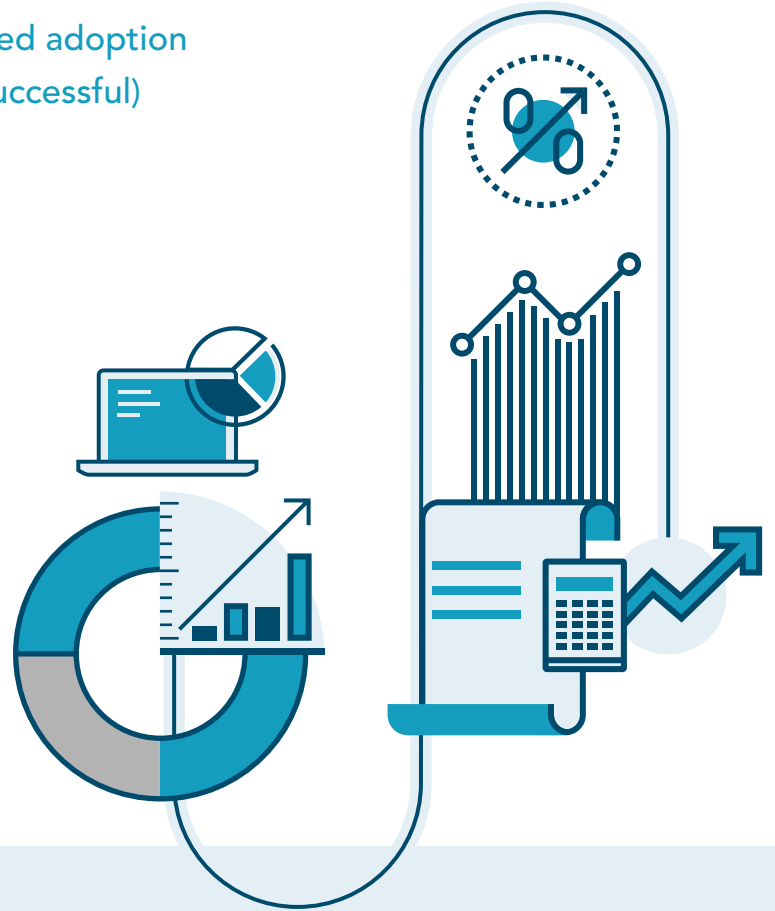


PROFILING

Analytics Are on the Rise

Utilization of analytics is helping the continued adoption of ABM and driving more meaningful (and successful) segmentation and targeting.

While once limited to analyzing basic firmographic and demographic information, increasingly sophisticated analytics are now being used to impact the entire buyer's journey: 70% of respondents either use or plan to use analytics this year to drive market prioritization and identification. Many now utilize behavioral data collected from website or nurture programs to identify the buyer's stage. Almost 50% use analytics to identify the best cross-sell and upsell opportunities and to promote the best offers.



If you are using analytics, how are you deploying them into your strategy?

55%

Account-Based Targeting

49%

Cross-Sell and Upsell Modeling

31%

Market Penetration and Whitespace Analysis

27%

Internal Prospect Look-Alike Modeling

25%

Propensity to Buy

18%

Predictive Modeling Using a Vendor

25%

Other



THE DISCONNECT

Currently only 13% of marketers feel that they have optimal data coverage in key market segments, and less than 20% are extremely confident that the segmented lists they build for campaigns actually represent their target audience. Clearly marketers continue to struggle with the classic “garbage-in, garbage-out” pitfall.



THE GROWTH CATALYST

The use of analytics to drive more strategic profiling and segmentation has increased in lock-step with the rise of ABM. While 42% are currently using ABM to drive demand-generation activities, 55% of those we surveyed either use or plan to use analytics to help drive their ABM targeting.

Armed with more complete, accurate, and actionable data, 65% of those surveyed attributed an increase in MQLs to improved customer segmentation and profiling practices. That’s why it is important to focus on data analysis, enrichment, and cleansing prior to any analytical modeling.



When asked which activities are most impacted by the quality and accuracy of data, your top four answers were:



25%

Intelligent Targeting

Personalized content and messaging



20%

Strategic Profiling

Generating customer insight and intelligence



16%

Audience Optimization

Customer and prospect segmentation for programs



16%

Sales Acceleration

Lead qualification and scoring



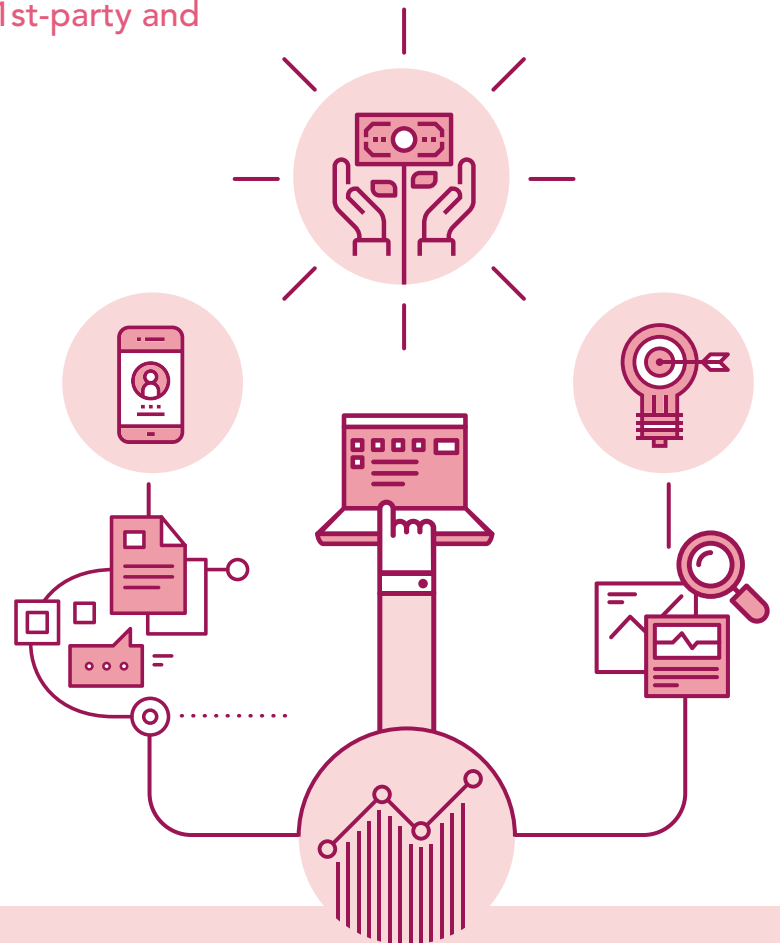
TARGETING

Marketers Need to Reach Audiences Online and Offline

Marketers are investing in programmatic online advertising, but they continue to struggle with aligning 1st-party and 3rd-party data across channels.

Today, an average of 5.4 individuals are involved in any given B2B purchase means that identifying the right company is only the start. Marketers also need to identify and target the individuals tasked with solution evaluation, the potential end-users, and the economic decision-makers. To complicate things further, each of these groups have a distinct buyer's journey that involves self-help, social media, and online and offline research.

To engage all of these parties, you need to influence their decision-making process across all channels and keep your conversations relevant. Personalization has been proven to deliver five to eight times the ROI on marketing spend, and can lift sales by 10% or more.³



Clearly, marketers get it.

According to our research, the top 3 demand gen targeting strategies are:

38%

INDUSTRY/VERTICAL-SPECIFIC

24%

ACCOUNT-BASED

22%

PERSONA-BASED



THE DISCONNECT

Unfortunately, only 10% of those surveyed feel that their paid online targeting is effective. Therein lies the problem: aligning offline and online data in a way that engages and influences your audiences to take action can be problematic, not programmatic. 72% feel that connecting online and offline data across their marketing activities is important. However, only 12% feel they are advanced enough to combine online and activity-based data with their CRM and traditional offline systems.



THE GROWTH CATALYST

Marketers need a unifying force that enables them to connect data elements across marketing technology platforms and activate them in a coordinated fashion. Successful audience acquisition requires more than an accurate list of email addresses or complete firmographic data for target accounts. You also need to bridge the gap to the online world.

Definitive, deterministic data on those accounts and individuals not only improves segmentation and targeting, but also prioritizes the right opportunities to put in front of sales. Cookies and device IDs need to be married to contacts, and web visitors need to be tracked in order to optimize your messaging and offers across channels. This results in more effective personalization, more of the right traffic to your website, and a higher ROI.



web visitors

need to be tracked in order to optimize your messaging and offers across channels.





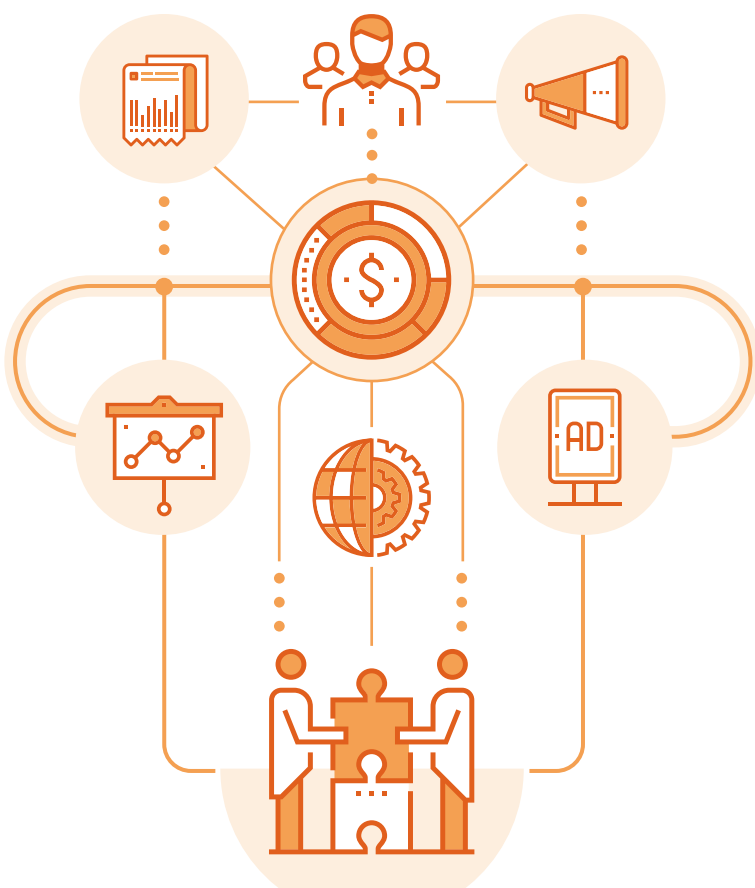
SALES ACCELERATION

Sales and Marketing Need to Work Together

Lead scoring increasingly utilizes behavioral data, but marketers continue to struggle with getting the right data into their sales systems.

Sales acceleration requires alignment between sales and marketing teams to fast-track the buyer's journey, cross-sell and upsell existing accounts, and build strong customer relationships. Traditionally, marketing has been thought of as a facilitator by providing sales with the insights and leads the latter needs to prioritize sales activities, build pipeline, and develop profitable relationships.

Sales needs to take all of the combined intelligence on the market, the competition, and the company itself, and synthesize it to make every conversation relevant and impactful for the customer. Unfortunately, nearly 40% of those surveyed don't feel as though their sales teams have the right account intelligence to engage with prospects and leads – yikes!



Nearly 40%

of those surveyed don't feel as though their sales team has the right account intelligence to engage with prospects and leads – yikes!



THE DISCONNECT

Currently, nearly 1 in 4 marketers lack confidence in the quality of their customer and prospect data within their sales systems, and only 31% have connected their data across their CRM and marketing automation platforms. And, the challenges only get worse if you don't provide some level of intelligence around leads.

Nearly half of those surveyed don't prioritize leads at all. That means sellers are either wasting their time, missing opportunities, or are just so frustrated with the quality of leads that they don't pay attention to them – none of which are good options when you need to grow your business.



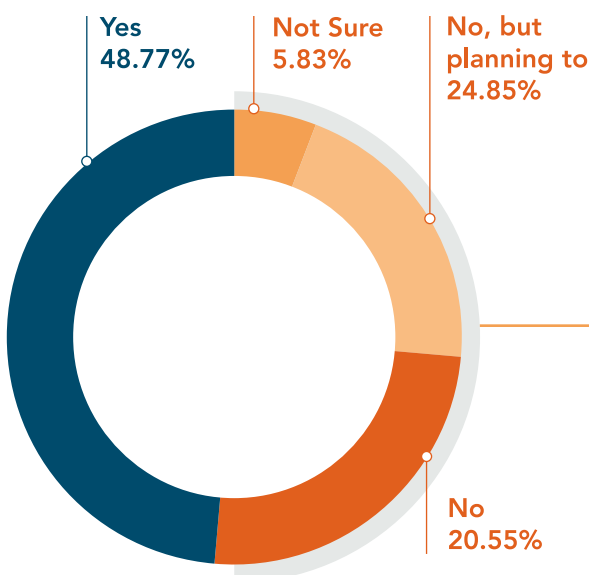
THE GROWTH CATALYST

Sales and marketing need to interconnect data across their systems and deliver intelligence to sellers at the point of interaction. That starts with having clarity of market opportunities and an understanding of their target audiences to drive effective lead scoring.

Of those who are scoring leads, behavioral (62%), demographic (48%), and firmographic (38%) are the most common attributes used. However, analytics are increasingly being used to combine all of these elements for more predictive intelligence. By combining these different data points with deep company intelligence within your CRM systems like SFDC, efficiency levels (and win rates) should increase significantly. On average, we saw customers reduce their sales cycles by 10-12 days. That could be the difference between making or breaking your quarterly number.



Do you score and prioritize leads for your sales teams?



Less than half of all marketers score leads for their sales teams. Imagine how much more revenue sellers could generate if they were armed with the insight and intelligence they need to connect and engage with prospects and customers at the point of contact.



Interconnected data aligns systems and campaigns, offering deeper insight into the relationships that matter the most while providing greater clarity on how and where to invest in future marketing opportunities.

CONCLUSION

Marketing is now the growth driver for the business, which is no simple task. We know first hand – we’re marketers, too. Leading audience acquisition and carrying customers further through the buyer’s journey is critical.

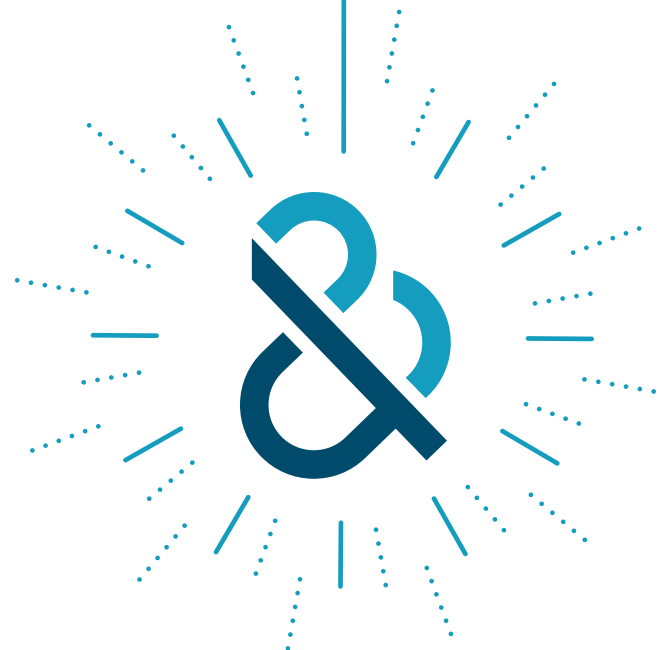
But with all of the technology at hand, we need to ground ourselves in quality data before we can accelerate revenue for the business. True growth comes from the ability to understand target markets in depth, to identify the individuals and organizations with the highest propensity to buy, and to engage those audiences in the manner they desire – on whatever device or channel they choose – in a way that motivates them to do business with us.

As buying behavior changes to incorporate online and offline interactions, the traditional demand-gen funnel is being forced to evolve in parallel. While access to more technology provides increased opportunities for efficiency and creative execution, the volume and velocity of data that comes with it can often times create more chaos than clarity.

To overcome this chaos and interconnect data across marketing and advertising ecosystem, we must continue to advance our data optimization and stewardship practices. Investment in solutions that align data and allow you to find deeper insights through analytics and interconnect online and offline data to enable coordinated engagement across systems and channels. While quality data provides the foundation, we see the impact of interconnected data across the entire demand-gen lifecycle.

By aligning data across online and offline activities, B2B marketers can – and will – accelerate the growth of their businesses. Interconnected data aligns systems and campaigns, offering deeper insight into the relationships that matter the most while providing greater clarity on how and where to invest in future marketing opportunities.

By aligning data across online and offline activities, B2B marketers can – and will – accelerate the growth of their business.



WHAT'S NEXT?

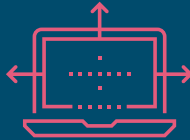
1



Assess the status of your data

Start with a complimentary Data HealthScan at [DNB.com/Data-HealthScan](https://dnb.com/Data-HealthScan) or contact us today at 1-888-826-4877 to arrange your assessment.

2



Understand your online reach

Ready to increase your online reach and improve your Account-Based Marketing?

Get your free Online Reach Report at:

[DNB.com/marketing/media/online-reach-offer.html](https://dnb.com/marketing/media/online-reach-offer.html)

3



Ignite your data

Growth is the mantra for your sales and marketing teams. Find out how Dun & Bradstreet can help you focus on the relationships that truly matter so you can close more business faster.

Visit [DNB.com/sales-marketing](https://dnb.com/sales-marketing)

Sources

1.Brinker, Scott. "Marketing Technology Landscape Supergraphic (2016) - Chief Marketing Technologist." Chief Marketing Technologist. Mar. 2016. Web.

2.CEB. "How to Motivate Buyers to Win Group Purchases." CEB: The Consensus Sale. CEB, 2015. Web.

3.Harvard Business Review. "How Marketers Can Personalize at Scale." Harvard Business Review. Nov. 2015. Web.

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.

| |  RISKY |  UNRELIABLE |  QUESTIONABLE |  FUNCTIONAL |  OPTIMAL |
|--|---|---|---|---|--|
|  Email Deliverability | 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. |
|  Record Completeness | 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. |
|  Phone Connectability | 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. |
|  Record Duplication | More than 30% of records are duplicative, increasing costs associated with storage and redundancy in marketing efforts. | Duplicate records compromise 20-30% of overall database, presenting increased risk of unnecessary storage costs or redundancy in marketing efforts. | Duplicate records compromise 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. |



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://www.dnb.com).

