

dreamforce

dun & bradstreet



# Show Data the Love!

How to Maximize the ROI of  
Data Quality in Salesforce

COMMERCIAL IN CONFIDENCE



# INTRODUCTIONS



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**DATA IS TO THIS  
CENTURY WHAT OIL  
WAS TO THE LAST ...  
A DRIVER OF GROWTH & CHANGE**

— *The Economist*

**30%**

Average annual growth of  
insights-driven businesses

— *Forrester*

**23x**

Data-driven companies are  
23 times more likely to  
acquire customers

— *McKinsey Global Insights*

# DATA & ANALYTICS FUELS CUSTOMER IDENTIFICATION, ACQUISITION AND RETENTION

How do I analyze markets to identify the best opportunities for my business?

Analyze & Identify



How do I efficiently target my audiences across channels?



Target Across Channels

How do I empower sales to align to ideal markets, prospect better, and close more deals faster?

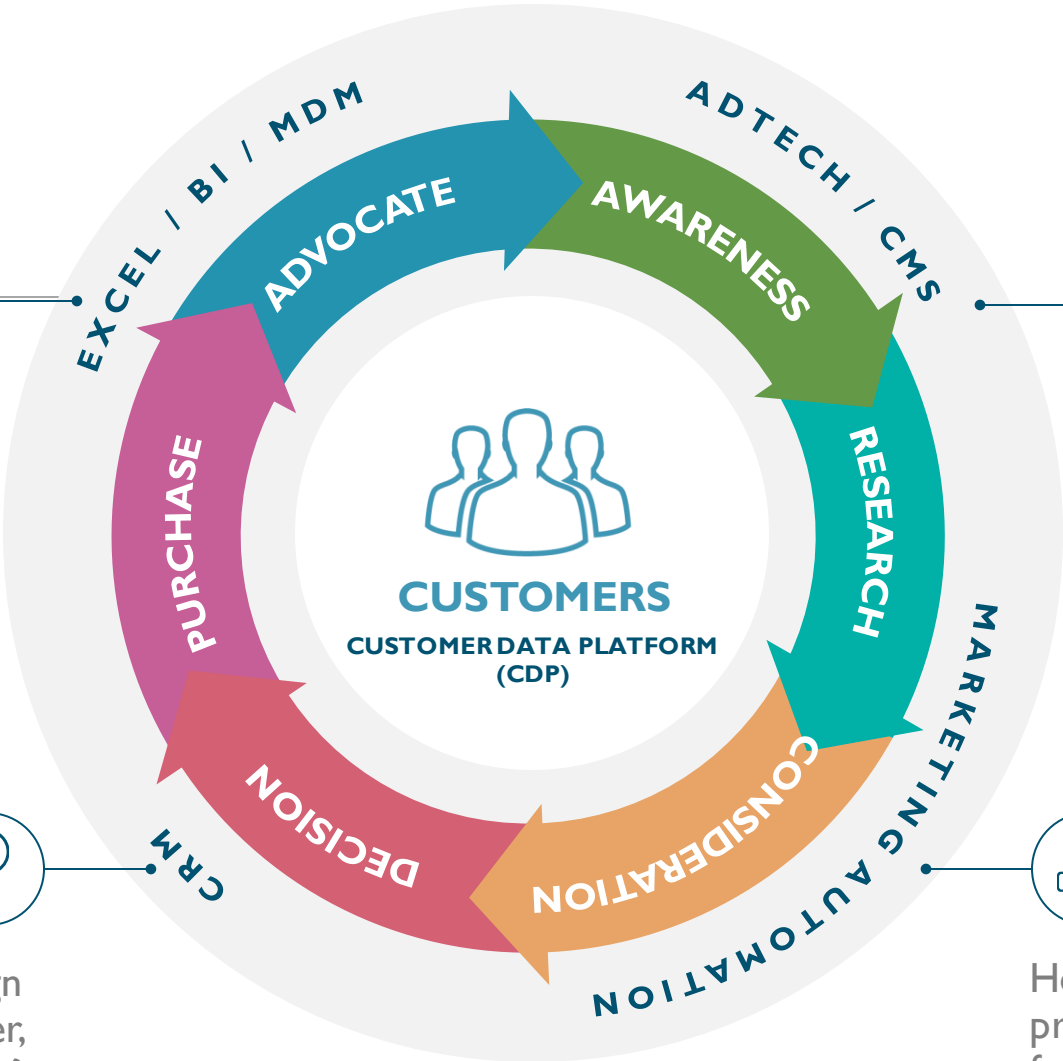
Empower Sales



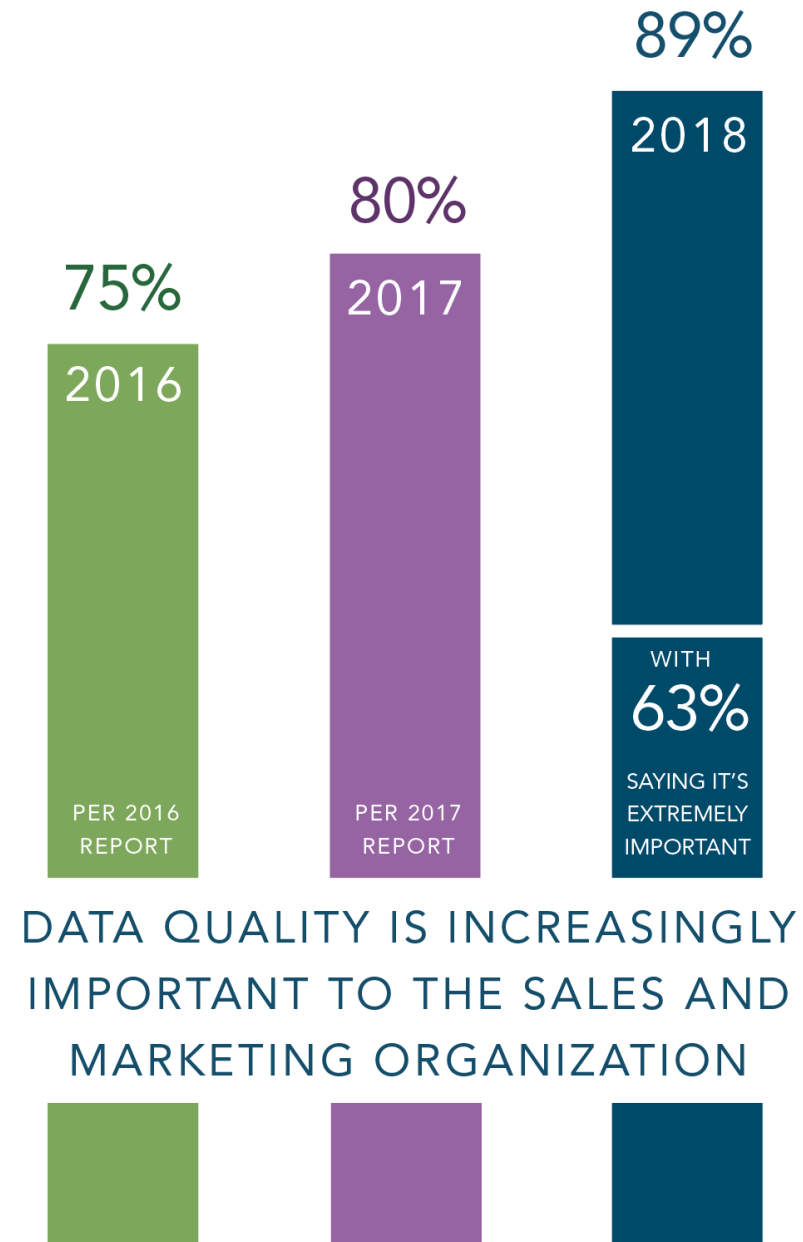
How do I nurture the right prospects and customers to drive faster decision-making?



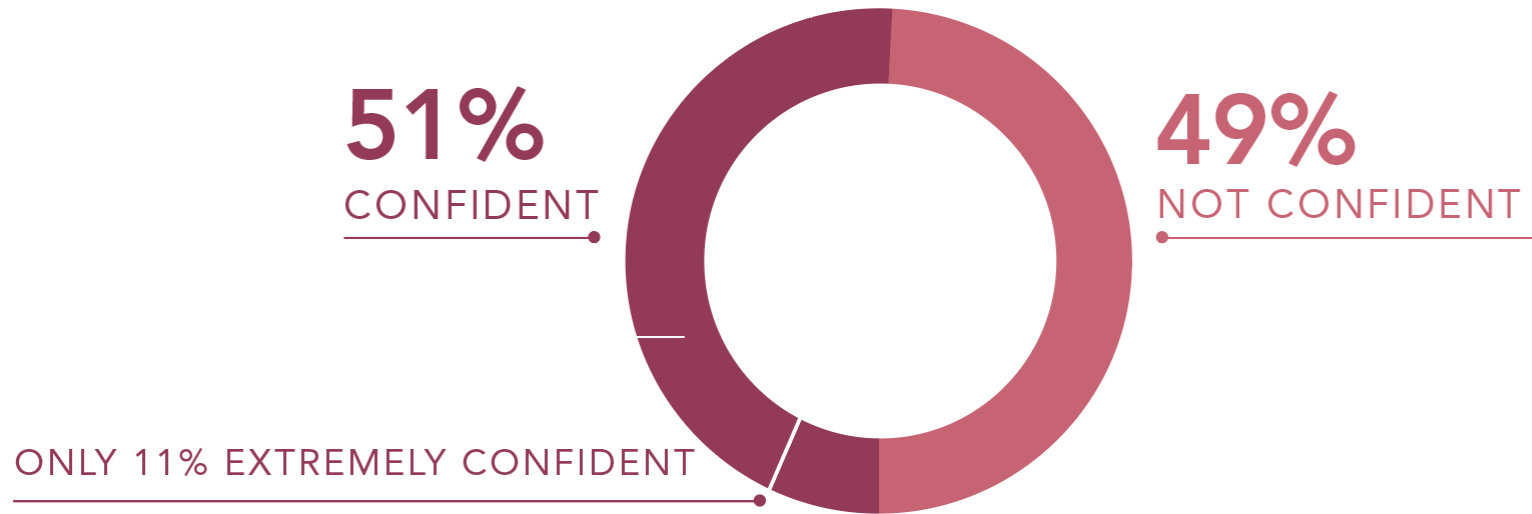
Engage & Nurture



# DATA QUALITY IS THE CATALYST TO SPARK B2B GROWTH



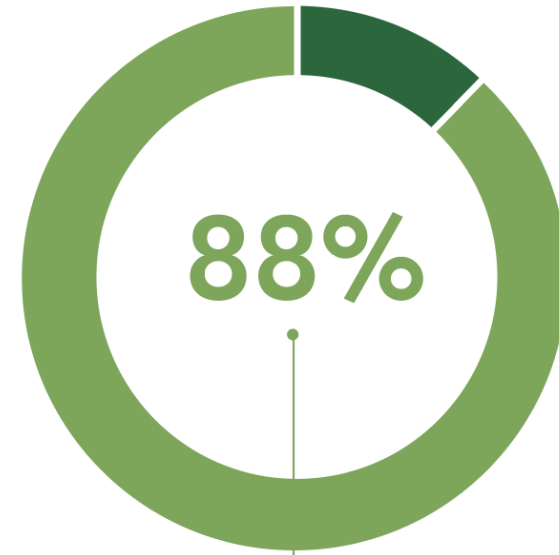
RATE YOUR CONFIDENCE IN THE  
CURRENT QUALITY OF YOUR SALES  
AND MARKETING DATA:



**BUT,  
CONFIDENCE  
IN DATA  
QUALITY ISN'T  
EXACTLY  
EXPLODING**

**AND, THIS LACK  
OF CONFIDENCE  
HINDERS MANY  
DATA-DRIVEN  
STRATEGIES –**

**HOW DOES IT  
IMPACT YOUR  
BUSINESS?**



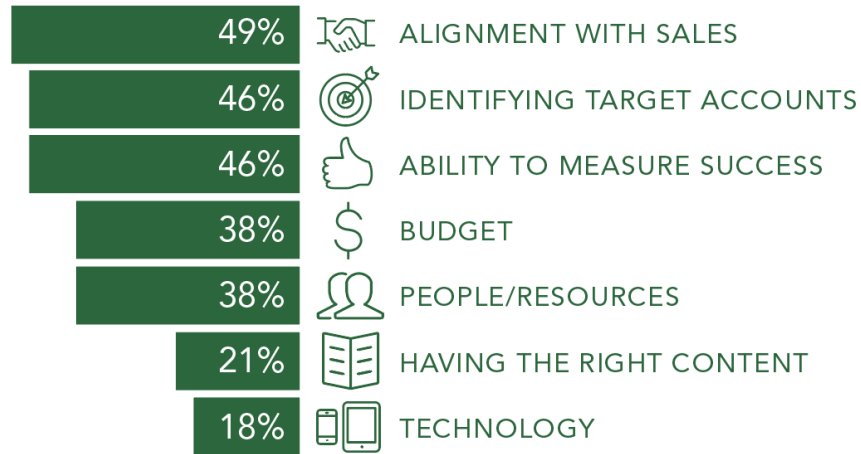
OF B2B MARKETERS  
BELIEVE DATA QUALITY  
IS IMPORTANT  
TO EXECUTING AN  
ABM STRATEGY

**Just 38%**

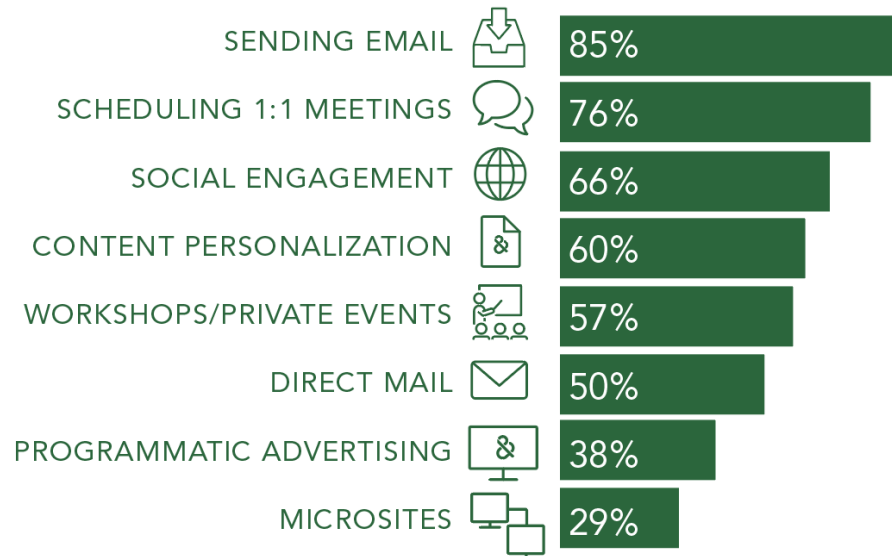
of those surveyed said ABM is part of their go-to-market strategy



## Most Critical Factors in Driving ABM Success



## Top Tactics Used to Drive ABM



**IF DATA IS THE  
FOUNDATION  
NEEDED TO  
EXECUTE ABM  
(AND OTHER  
STRATEGIES),**

**WHAT IS HOLDING  
US BACK FROM  
FUNDING THESE  
INITIATIVES?**



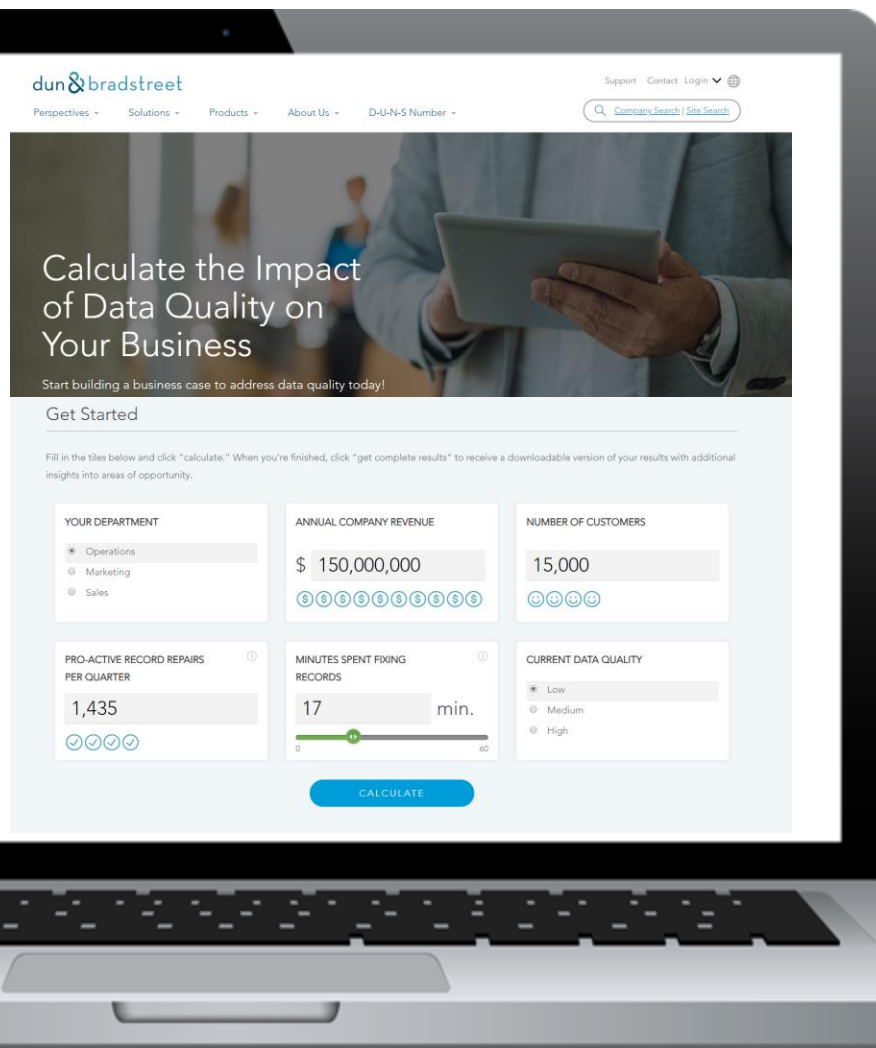
# HOW DO YOU QUANTIFY THE VALUE OF DATA QUALITY TO YOUR BUSINESS?

## TOP 5

Activities Positively Impacted by  
Quality Data

- 1  Campaign execution
- 2  Personalized content and messaging
- 3  Sales prospecting and closing
- 4  Generating customer insights with analytics
- 5  Lead qualification and scoring

# HOW DO YOU GAIN BUY-IN AND BUDGET? BUILD A BUSINESS CASE



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## Potential Benefits Achievable

Based on your inputs, here are some specific areas of opportunity for your business:

### RECORD CREATION \$57,115

Consider all your data entry processes – standardizing lead lists from events or external sources, individual forms filled out on your website, records that require linkage across internal databases, and duplicate management processes. Data doesn't typically reside in only one place these days, so think about data dependencies, people who need to be informed, and time scheduled to make data actionable.

### DIGITAL MARKETING CAMPAIGNS \$158,837

A high percentage of marketing activities are driven via website landing pages through to the eventual sale. The success of this starts with understanding your audience and accurately targeting them. Your current performance is tied to your data quality and the potential uplift measures the size of the missed opportunity.

### TIME TO SEARCH \$53,580

This is a straight productivity gain for your business over the course of the year. Consider how many minutes per week your average sales reps spend searching for and correcting the right account records in the CRM every week. Suggested to range from 15-45min/week according to the state of your data quality. Remember – you're paying your reps for this time!

### RETENTION \$250,270

This metric calculates the value of incremental gains you can make in your retention efforts. Poor data quality can not only impede your ability to understand the complete lifetime value of a customer, or size of a customer across its entire family tree, but it can also impact the customer's experience in dealing with your company. Think of the organization that gets your details wrong each time or the seller who reaches out without knowing they just signed a contract for another solution with your company – these can all lead to poor customer experiences and impact renewal rates.

### LEAD CONVERSION \$42,600

With more complete and accurate data comes greater insights. These insights can drive more accurate targeting and segmentation, deeper understanding of your target audience, higher quality leads, faster and more appropriate lead routing and prioritization – helping to enable your sellers to close more business faster.

### PROACTIVE DATA QUALITY \$80,769

By adopting a strategy of continuous data management, the amount of daily effort required to maintain and/or improve the quality of your data should begin to lessen over time. Data becomes more tightly aligned across systems and changes are made automatically based on the rules you established, freeing up valuable time from operations teams to tackle more strategic projects.

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## Data Value ROI Calculator Results

Congrats! You've taken the first steps towards building a business case for better data management for your organization. We encourage you to share these results across departments and use them to inspire leadership to take action.

POTENTIAL ROI

3x\*

This represents the potential return on investment (ROI) you could achieve over the first 3 years of continuously addressing data quality within your organization. See below for additional insights and factors that went into this calculation.

### BASED ON YOUR INPUTS:

YOUR BUSINESS DEPARTMENT	ANNUAL REVENUE	NUMBER OF CUSTOMERS
Operations	\$100,000,000	60,000
NEW RECORDS ADDED PER QUARTER	MINUTES SPENT FIXING RECORDS	DATA QUALITY
15,000	60	Medium

### YOUR POTENTIAL BENEFITS ACHIEVABLE:

\$475,105

This is an estimated aggregate view of the potential benefits your organization can achieve by improving the state of your data quality.

**OPERATIONAL COST** **\$117,692**  
This represents the cost of managing data quality (i.e. time and resources).

**INDIRECT COST** **\$608,807**  
This represents the downstream impact of poor quality data (i.e. your inability to segment and target prospects, personalize content, etc.).

### WHAT HAPPENS NEXT?

You've just scratched the surface. There are many additional metrics you can tailor specifically to your business, including time spent loading new records, number of operations team employees, and average logistics costs. A specialist from Dun & Bradstreet will be reaching out to schedule time to review your inputs and adjust additional metrics to help strengthen your business case. We look forward to connecting with you!

[dnb.com/roi-calculator](https://dnb.com/roi-calculator)

**HOW HAVE YOUR EFFORTS  
IMPACTED YOUR ROLE/COMPANY?**





A wide-angle photograph of a two-lane asphalt road stretching straight to the horizon. The road is flanked by a dry, desert-like landscape with sparse, low-lying vegetation. In the distance, a range of mountains is visible under a sky filled with dramatic, colorful clouds in shades of blue, purple, and orange, suggesting a sunset or sunrise. The overall mood is one of vastness and anticipation.

**WHAT'S NEXT ON THE HORIZON?**



# CHECK OUT DUN & BRADSTREET'S SPEAKING SESSIONS AT DREAMFORCE

TUESDAY, NOV 20TH

3:30 – 4:10 PM

3 Best Practices to Drive a Successful CRM Transformation

WEDNESDAY, NOV 20TH

9:15 – 9:45 AM

Demo Jam: BeyondApps

11:00 – 11:20 AM

How to Leverage Data and Analytics to Prioritize and Engage Your Best Leads

THURSDAY, NOV 21ST

10:00 – 10:20 AM

6 Tips for a Successful Data.com Migration

2:00 – 2:40 PM

Transforming Sales Success with AI and Data

4:00 – 4:20 PM

Accelerate ABM Success with the Single Source of Market Truth

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BRADSTREET  
AT BOOTH**

**1531**

# THANK YOU FOR JOINING US!

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# DATA CLOUD

STRUCTURED, GOVERNED & CONNECTED

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The world's most comprehensive business data  
& analytical insights to power business performance



**LIVE BUSINESS  
IDENTITY**

## GLOBAL COVERAGE

- **300M+** records with 5M updates per day
- Covering majority global GDP

## ANALYTICS & INSIGHTS

- **5M** corporate family trees
- Predictive Analytics & Data Science

## APPLIED INNOVATION

- AI / machine learning
- Blockchain

## GOVERNANCE & QUALITY

- Award-winning governance process
- Patented identity resolution

## CONNECTIVITY & INTEGRATION

- Real-time API delivery
- Our solutions & yours

# LIVE BUSINESS IDENTITY

The most comprehensive & continuously updated view of each of your business relationships

## ENABLING IMPROVED PERFORMANCE

- Better alignment of marketing and sales teams
- Deeper insight into ideal customers and markets
- Earlier identification of growth opportunities



**DUN & BRADSTREET  
D-U-N-S® NUMBER**

***PLUS:*  
IDENTITY RESOLUTION**

**HIERARCHY & LINKAGE**

**ANALYTICALLY DERIVED  
ATTRIBUTES**

**CONTINUOUS BUSINESS  
ACTIVITY MONITORING**