

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

by Steven Casey
September 24, 2018

Why Read This Report

In our 21-criteria evaluation of B2B marketing data providers, we identified the 12 most significant ones — Bombora, DataFox, DiscoverOrg, Dun & Bradstreet, Infogroup, InsideView, Leadspace, Orb Intelligence, Radius, ReachForce, TechTarget, and ZoomInfo — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2B marketing professionals make the right choice.

Key Takeaways

Infogroup, Dun & Bradstreet, TechTarget, DiscoverOrg, And Leadspace Lead The Pack

Forrester's research uncovered a market in which Infogroup, Dun & Bradstreet, TechTarget, DiscoverOrg, and Leadspace are Leaders; InsideView, Radius, and ZoomInfo are Strong Performers; ReachForce is a Contender; and DataFox, Bombora, and Orb Intelligence are Challengers.

Data Providers Are Evolving Into Comprehensive Data Platforms

As data commoditizes, most data providers are expanding their capabilities with purpose-built tools and services to support marketing, sales, and data management use cases. In the long run, many will evolve into data-agnostic data management platforms.

Data Privacy, Management, And Security Are Key Differentiators

Prompted by the General Data Protection Regulation (GDPR) and the need to integrate and store customers' first-party data, many vendors in this market are differentiating on their support for data privacy, advanced data management, and data security.

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Table Of Contents

2 Data Is Now The Foundation Of All Successful B2B Marketing And Sales

Data Providers Are Evolving Into Multifaceted Data Platforms

Data Privacy, Management, And Security Are Key Differentiators

B2B Marketing Data Providers Have Four Paths Forward

4 Two More Considerations For Vendor Selection

5 B2B Marketing Data Provider Evaluation Overview

Evaluated Vendors And Inclusion Criteria

6 Vendor Profiles

Leaders

Strong Performers

Contenders

Challengers

15 Supplemental Material

Related Research Documents

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The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

Data Is Now The Foundation Of All Successful B2B Marketing And Sales

The most-tenured B2B data providers have served marketers and sellers for decades with data to support discrete initiatives such as market research, campaign development, and outbound prospecting. Over the past several years, three strategic catalysts have raised the importance of data and the insights it engenders, cementing its place as the foundation for all successful B2B marketing and sales:

1. **Account-based engagement is built on it.** To create account-specific marketing and sales engagement plans that are flexible and responsive, B2B marketers rely on data to provide deep and real-time insights into their prospects' company profile, business concerns, buying team roster, and recent activity.¹
2. **Customer marketing requires it.** B2B marketers are discovering that the same data-driven techniques that work for new account acquisition can expand effective product usage, build advocacy, and identify similar white space opportunities for cross-sell and upsell.² For enterprise marketers with large customer bases, early indicators of activity by their customers in non-owned channels (e.g., independent news sites, communities, and social sites) can be the critical insights that trigger and power personalized marketing and sales engagement.
3. **Customer obsession is impossible without it.** Customer-obsessed companies report having happier employees, more loyal customers, and increased revenue growth.³ Becoming customer-obsessed requires not only empathy — the ability to understand and share the customer's feelings — but also data-based insights to understand the underlying events and experiences that created those feelings.⁴

Data Providers Are Evolving Into Multifaceted Data Platforms

The proliferation of third-party data for B2B marketers has commoditized many basic firmographic and demographic data types — a trend that accelerated from the same providers aggressively licensing their data to each other to maximize revenue and round out their offerings.⁵ As a result of this commoditization, many vendors have expanded their capabilities to offer a wide range of value-added tools and services that solve specific business problems for marketers and sellers. This transition from tactical list and contact data provider to strategic data-as-a-service platform is nearly complete, with most vendors now supporting key use cases for marketing, sales, and data management, such as:

› **Models of ideal customers and engagement priorities for a total addressable market.**

Account-based marketing has reignited interest in the time-honored practice of creating an ideal customer profile (ICP) and using that model to identify a set of target accounts.⁶ Several vendors in this evaluation have added tools to help marketers analyze their first-party data, determine their best customers, match that profile to the vendors' third-party data, and define a total addressable market (TAM). They then surface intent signals within that TAM to ensure marketing and sales resources engage with prospects who are in-market at that moment.

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

- › **Strategic territory planning and management.** By incorporating behavioral/intent data from accounts, many vendors in this evaluation can support more precise and dynamic territory planning and management based on an assessment of current demand rather than simple geographic boundaries.
- › **Data hygiene services to improve data quality.** Basic data maintenance is a significant problem for B2B marketers. Only 12% of B2B marketers have high confidence in the accuracy of the data they manage, and 84% said that the accuracy of marketing data was one of their top five weaknesses.⁷ To address this challenge, most vendors in this evaluation now offer a wide range of data cleansing, deduping, and normalization services and tools.

Data Privacy, Management, And Security Are Key Differentiators

In addition to expanding capabilities for marketing, sales, and data hygiene use cases, vendors are differentiating on their support for data privacy, advanced data integration and management, and data security. B2B marketers evaluating data providers should look for:

- › **EU Privacy Shield certifications that provide a standard.** Most vendors in this evaluation rely on legitimate interest as the legal basis for their contact data collection and aggregation practices, but a few differentiate by collecting data through a direct opt-in process they control. B2B marketers selling globally should look for data privacy certifications from the relevant EU Privacy Shield programs. Even some vendors that do not sell data on contacts from outside North America have sought and received these certifications to show their commitment to data privacy (and presumably in preparation for eventually selling data from EU-based contacts).
- › **Data management that includes customers' first-party data.** Several vendors are extending their data integration and management capabilities beyond aggregating third-party data to include a customer's first-party data. In doing so, these vendors leverage their cleansing and appending capabilities to create rich account and contact profiles that serve as the single source of truth for customers' marketing technology (martech) applications. These advanced data management capabilities hold the promise of eliminating the common headaches that result from multiple overlapping records in disconnected data silos.
- › **Security certifications that provide peace of mind.** B2B marketers who take advantage of these advanced data management capabilities — and enable a data provider to collect, integrate, and store their first-party customer data — will need independent objective verification of that vendor's data security infrastructure and processes. Many vendors in this evaluation have received data security certifications from the relevant governing and standards-setting bodies, such as the International Standards Organization (ISO) and American Institute of CPAs (AICPA).⁸ But compliance and adoption vary.

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

B2B Marketing Data Providers Have Four Paths Forward

As this market continues to evolve, Forrester believes vendors will choose one of the following four strategies to optimize their corporate strategy and product vision:

1. **Focus on a single or a few data types.** The emergence of innovative startups offering new data types and sourcing methods in the past several years has reinvigorated this mature market — which a few companies in this evaluation demonstrated. But most of these new offerings are either very focused and best fits for marketers at the smallest organizations or complementary to offerings of established players and best fits for marketers at large organizations with the resources to manage another data source.⁹ Forrester believes this is a strategy for short-term success because larger vendors with deep pockets will acquire many of these niche providers.
2. **Provide the most data and complementary services.** This is a natural path for many vendors in this evaluation — because it is an extension of the prevalent business model. The companies that pursue this strategy will continue to focus on their proprietary processes for data sourcing and validation, while building out the range of complementary products and services they offer to address marketing, sales, and data management use cases. Forrester believes this is a viable strategy for the midterm. In the long term, it will become increasingly difficult to differentiate on data itself, product packaging for use cases will trend toward parity, and consolidation will shrink the landscape.
3. **Serve the needs of a single or few industries.** The B2B marketing data vendor landscape includes dozens of niche suppliers serving discrete markets, the largest of which is technology. Forrester believes this can be a successful long-term strategy but is ultimately self-limiting, even for vendors serving technology marketers.
4. **Build a data-agnostic data management platform.** Forrester believes this is the optimal strategy for long-term success. It has the potential to turn historical weaknesses for B2B marketers — poor data quality and lack of data management skills — into strategic strengths and position them well for an AI-powered future. And by providing a central clearinghouse through which B2B marketers can access data from other providers, this approach also reduces the operational drag that comes from managing multiple vendors.

Two More Considerations For Vendor Selection

B2B marketers using this evaluation to help them narrow the field of potential vendors for their businesses will also need to:

- › **Test for data quality.** We originally intended to include criteria for this evaluation on data quality and data assessment services. But the former was too difficult to quantify in this format, with no way to verify vendors' competing claims, and the latter had become table stakes in this market. B2B marketers need to test the accuracy and coverage of the data that finalists provide in a real-life proof of concept to ensure the best fit for their company's specific data needs. Many B2B marketers are familiar with this process, and all vendors are ready and willing to prove the value of their offerings.

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

- › **Give up on the idea of finding a silver bullet.** A big part of data providers' value comes from connecting the dots between the multiple data sources they aggregate (often from other vendors in this evaluation) to improve accuracy and generate more insights. In the same way, most B2B marketers use multiple data providers, finding the value of broader coverage to be worth the additional cost.¹⁰ Forrester believes this practice will continue for the foreseeable future.¹¹

B2B Marketing Data Provider Evaluation Overview

To assess the state of the B2B marketing data provider market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top B2B marketing data providers. After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 21 criteria, which we grouped into three high-level buckets:

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave™ graphic indicates the strength of its current offering. Key criteria for these solutions include data coverage, data security and privacy, data management, analytics, integrations and APIs, marketing support, and sales support.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated go-to-market and product road map and vision.
- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue and number of customers.

Evaluated Vendors And Inclusion Criteria

Forrester included 12 vendors in the assessment: Bombora, DataFox, DiscoverOrg, Dun & Bradstreet, Infogroup, InsideView, Leadspace, Orb Intelligence, Radius, ReachForce, TechTarget, and ZoomInfo. Each of these vendors (see Figure 1):

- › **Offers a comprehensive differentiated B2B data solution.** The vendors in the evaluation must offer a solution that meets the needs of marketers and sellers for key use cases and provide a wide range of data types. A majority of the vendor's revenue (or that of the controlling business unit or division) must come from sales to B2B organizations.
- › **Provides a standalone data solution.** We only included B2B data solutions that are available separately from campaign or activation services such as lead generation or advertising. The vendors may also offer these value-added services, but the data and insights the vendors provide should be available to marketers for activation and engagement through the marketer's existing owned martech solutions.
- › **Sells to B2B marketers directly.** The vendors may also sell their data to other data aggregators or solution providers, but at least 25% of their customer base must comprise end user companies that have purchased the data directly from the vendors.

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

- › **Offers a solution that is publicly available.** Forrester evaluated vendor B2B data solutions that were generally available and actively used by paying customers as of May 1, 2018.
- › **Sparked client inquiries and/or has technologies that put it on Forrester's radar.** Forrester clients often discuss the vendors and products through inquiries. Alternatively the vendor may, in Forrester's judgment, warrant inclusion or exclusion in this evaluation because of technology trends, market presence, or lack of client interest.

FIGURE 1 Evaluated Vendors And Product Information

Official vendor name	Official product name
Bombora	Company Surge Analytics, Audience Solutions
DataFox	DataFox
DiscoverOrg	DiscoverOrg
Dun & Bradstreet	D&B Hoovers, D&B DataVision, D&B Visitor Intelligence, D&B Optimizer, D&B Customer Integration Manager, D&B Audience Targeting
Infogroup	Salesgenie
InsideView	InsideView Targeting Intelligence Platform
Leadspace	Leadspace
Orb Intelligence	Orb Data
Radius	Radius
ReachForce	SmartSuite
TechTarget	IT Deal Alert
ZoomInfo	ZoomInfo

Vendor Profiles

We intend this evaluation of the B2B marketing data providers market to be a starting point only and encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 2 and see Figure 3). Click the link at the beginning of this report on Forrester.com to download the tool.

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

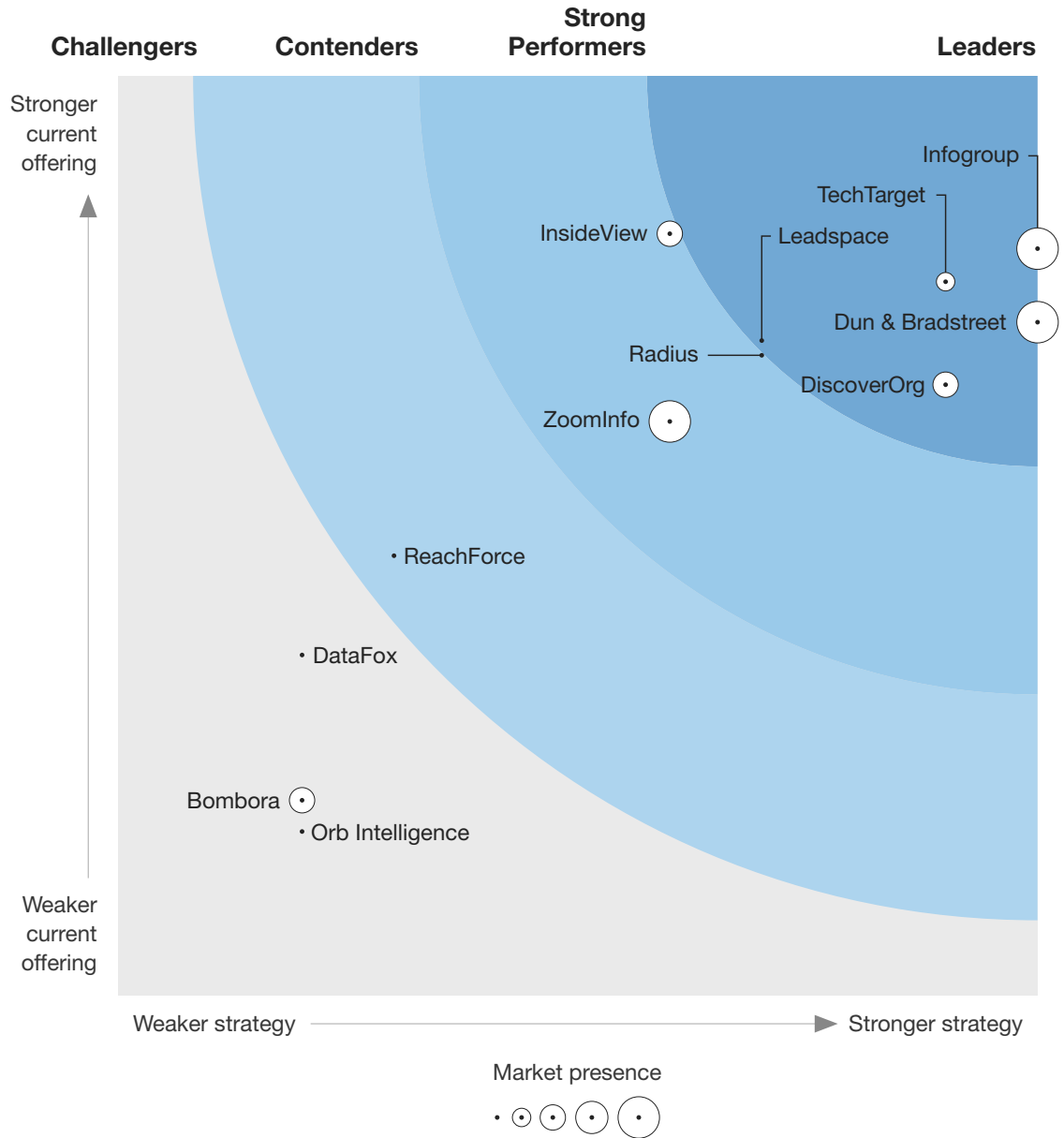
The 12 Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: B2B Marketing Data Providers, Q3 2018

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The 12 Providers That Matter Most And How They Stack Up

FIGURE 3 Forrester Wave™: B2B Marketing Data Providers Scorecard, Q3 2018

	Forrester's weighting	Bombora	DataFox	DiscoverOrg	Dun & Bradstreet	Infogroup	InsideView
Current offering	50%	1.06	1.85	3.32	3.66	4.06	4.14
Data coverage	10%	1.80	1.80	3.80	5.00	3.40	3.80
Data acquisition and processing	10%	1.80	2.20	4.20	4.20	4.20	3.00
Data security and privacy	10%	1.00	3.00	3.00	3.00	3.00	5.00
Data management	20%	0.00	1.80	3.00	4.20	5.00	4.20
Analytics	5%	1.00	1.00	5.00	5.00	3.00	3.00
Integrations and APIs	5%	5.00	3.00	5.00	3.00	5.00	5.00
Marketing support	20%	1.10	1.15	3.00	3.00	4.00	3.60
Sales support	20%	0.40	1.80	2.60	3.00	4.00	5.00
Strategy	50%	1.00	1.00	4.50	5.00	5.00	3.00
Go-to-market	75%	1.00	1.00	5.00	5.00	5.00	3.00
Product road map and vision	25%	1.00	1.00	3.00	5.00	5.00	3.00
Market presence	0%	3.00	1.00	3.00	5.00	5.00	3.00
Revenue	50%	3.00	1.00	3.00	5.00	5.00	3.00
Number of customers	50%	3.00	1.00	3.00	5.00	5.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

FIGURE 3 Forrester Wave™: B2B Marketing Data Providers Scorecard, Q3 2018 (Cont.)

	Forrester's weighting	Leadspace	Orb Intelligence	Radius	ReachForce	TechTarget	ZoomInfo
Current offering	50%	3.56	0.89	3.48	2.39	3.88	3.12
Data coverage	10%	3.80	1.80	3.40	3.00	5.00	3.80
Data acquisition and processing	10%	3.80	1.00	3.00	3.00	5.00	3.00
Data security and privacy	10%	3.00	0.00	3.00	1.00	5.00	3.00
Data management	20%	3.80	1.00	5.00	4.20	3.00	3.00
Analytics	5%	3.00	0.00	3.00	1.00	3.00	5.00
Integrations and APIs	5%	3.00	5.00	3.00	1.00	3.00	3.00
Marketing support	20%	4.60	0.50	3.60	2.85	4.00	2.90
Sales support	20%	2.60	0.30	2.60	0.90	3.40	2.80
Strategy	50%	3.50	1.00	3.50	1.50	4.50	3.00
Go-to-market	75%	3.00	1.00	3.00	1.00	5.00	3.00
Product road map and vision	25%	5.00	1.00	5.00	3.00	3.00	3.00
Market presence	0%	1.00	1.00	1.00	1.00	2.00	5.00
Revenue	50%	1.00	1.00	1.00	1.00	3.00	5.00
Number of customers	50%	1.00	1.00	1.00	1.00	1.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Leaders

- › **Infogroup has a comprehensive data set, focused tools, and complementary services.** Infogroup leverages its comprehensive data set across a broad set of focused solutions for marketing, sales, and data management use cases. Infogroup's ability to identify and integrate personal and professional insights on executive buyers enables more precise targeting and deeper personalization. Infogroup has a deep bench of human researchers gathering and validating data, including teams that focus on corporate hierarchies and small and medium-sized businesses (SMBs) specifically. Infogroup's offerings provide strong support for sales use cases, with direct in-tool engagement functionality. Infogroup's advanced data management capabilities enable customers to integrate first- and third-party data sources and create rich account and contact profiles for use across their martech stack. The company also offers complementary lead qualification services and access to an in-house creative agency.

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

Infogroup provides data on companies and contacts in the US and Canada only. Infogroup is a best fit for marketers at organizations with both B2B and B2C offerings or at companies whose B2B customers behave most like consumers, a characteristic of many SMB buyers.

- › **Dun & Bradstreet offers a comprehensive set of solutions for marketing and sales.** Dun & Bradstreet is a dominant provider of firmographic company data, which its ubiquitous D-U-N-S number (for establishing a business credit profile) — a de facto requirement for global commerce — epitomizes. Dun & Bradstreet leverages the D-U-N-S number as a unique identifier throughout its offerings for marketing, sales, and data management use cases; many B2B companies share this practice. The company's offerings for sales use cases demonstrated a slick UI and strong alerting capabilities. Its marketing solutions offer strong look-alike account modeling capabilities, including a compelling visualization of the geographic distribution of target accounts for territory planning. Customer references praised the quality of reporting for account planning and a recent platform upgrade for improving user experience.

Customer references also noted that Dun & Bradstreet's contact data was not as strong as its company data and that its offerings are expensive. Dun & Bradstreet currently optimizes its comprehensive data management offering for analytics, but automating data import/export functionality to support operational use cases is on the product road map. Dun & Bradstreet is a best fit for B2B marketers with the resources to take advantage of the company's broad portfolio of complementary products and services.

- › **TechTarget offers solid buying signals for tech marketers with a unique opt-in data set.** TechTarget mines the content consumption of B2B buyers who visit the company's network of more than 140 technology information websites to provide technology marketers with rich intent data on prospective buyers. One customer reference said it evaluated multiple intent providers and rated TechTarget the highest. To access the content on TechTarget's websites, buyers must register with valid business contact information and consent to receive marketing materials from the company's customers. This opt-in model for data sourcing is a strong differentiator for TechTarget, especially in the current climate of increasing data privacy requirements. One customer reference said this opt-in model was critical because of its "conservative" legal department's interpretation of GDPR. TechTarget also offers complementary managed services for lead generation, programmatic advertising, and content syndication. Another customer reference said it had very positive results by extending its investment in TechTarget to add these services in an integrated marketing strategy.

Customer references said their results with TechTarget varied across markets. TechTarget is a best fit for B2B technology marketers when the characteristics of the company's market(s) and prospects tightly align with the content and buyers associated with specific websites within TechTarget's network.

- › **DiscoverOrg makes the most of its human-centric data sourcing and validation model.** DiscoverOrg packages its data in discrete offerings for a growing range of department-specific lines of business (LOBs) such as marketing, HR, IT, and finance, which customers purchase to

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

match their key buyer profiles.¹² With its departmental focus and human-in-the loop data sourcing and validation process, DiscoverOrg provides rich data on buying centers, budgets, projects, and organization charts. The company provides strong functionality for sales use cases. One customer reference said DiscoverOrg was the preferred data tool for its business development reps who target large accounts because of the depth of data the company provides on locations and contacts. DiscoverOrg's acquisition of technology data specialist RainKing in 2017 enabled the company to provide deep insights on technology buyers.

DiscoverOrg's data set is not as large as some other vendors', and its LOB packaging and pricing model can get expensive for organizations with a large number of key buyer personas. DiscoverOrg is a best fit for B2B marketers with a solutions-marketing approach that focuses on key decision makers in specific industries that align with the company's LOB data sets.

- › **Leadspace is evolving into a comprehensive data management solution.** Leadspace has made significant progress toward its vision of becoming a data-agnostic "audience management platform." The company leverages AI and analytics to ingest and integrate data from proprietary, aggregated, and customer first-party sources to create rich account and contact profiles for use across the martech and sales stack. Customer references described advanced data management use cases when Leadspace served as an "API-based data management platform" to help them create an "elastic CRM that is consolidated and continuously refreshed." One customer reference said it reduced the number of data providers it managed directly from more than two dozen to fewer than 10 by requiring them to provide data through the Leadspace platform. Leadspace offers strong capabilities for buying-center identification and insights, TAM planning and analysis, and look-alike modeling for customers that focus on new markets.

Customer references said the company was stronger on account data than contact data, an area that Leadspace plans to address on its road map. Leadspace is no longer pursuing its previously announced merger with Radius, lengthening the time frame it will take for the company to achieve its vision. Leadspace is a best fit for B2B marketers looking for a data platform with advanced data integration and management capabilities.

Strong Performers

- › **InsideView offers advanced features for strategic go-to-market planning.** InsideView delivers a comprehensive set of solutions for marketing, sales, and data management use cases. The company's legacy of support for sellers is evident in its advanced features for territory planning and management, prospecting, and direct customer engagement. InsideView offers differentiated capabilities for account and contact selection as well as comprehensive reporting and analytics functionality. InsideView's Apex offering provides advanced capabilities for go-to-market planning, including data visualizations for ICP and TAM modeling and ongoing penetration analysis. Customer references said Apex was a useful tool for strategic planning and helped

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

create alignment with senior executives in sales, corporate development, and product marketing. Customer references praised the company's data-as-a-service licensing model as more flexible than the traditional contact/credit model. InsideView holds five patents.

InsideView does not provide digital device/identification data (e.g., cookies and/or IP addresses) to enable or facilitate activation. InsideView is a best fit for B2B marketers who need a comprehensive solution covering marketing, sales, and data maintenance use cases and want to elevate their role in go-to-market strategy and planning.

- › **Radius is all-in on its vision of an enterprise customer data platform (CDP).** Radius has built a large data co-op (The Network of Record) that serves as the foundation for its comprehensive offerings for marketing, sales, and data management use cases. Radius offers strong capabilities for ICP modeling and TAM analysis, comprehensive alerts for marketing and sales, and easy access to a wide range of digital activation channels through its Radius Advertiser offering. Radius' product vision is to deliver an enterprise-class CDP, and early customer deployments have been positive. One company has onboarded 100 million records for standardizing and normalizing as well as appending and enrichment with data from the Radius data co-op and other aggregated data sources. Radius hosts the resulting network-enriched profiles that serve as golden records for the company's operational systems, which also connect to a customer's enterprise master data management solution.

Radius currently provides data on accounts and contacts in the US only but has plans on its road map to add international data sources. The company is no longer pursuing its previously announced merger with Leadspace, lengthening the time frame it will take for Radius to achieve its vision. Radius is a best fit for B2B marketers looking for a data platform with advanced data integration and management capabilities.

- › **ZoomInfo is expanding beyond its contact-specialist roots to build a full B2B solution.** As part of its transition from a specialized provider of contact data to a full-service data solution, ZoomInfo has amassed a wide range of data types and built strong support for marketing, sales, and data management use cases. Customer references recognize this progress, indicate that ZoomInfo is a "core supplier" of firmographic/account data, and use the company's solution to append account data to their new leads and identify target accounts for their TAM analysis. ZoomInfo offers strong integrations to expose its data in the workflows and tools its customers already use, most notably for sales use cases where its traditional strength in contact data is critical. ZoomInfo delivers web-sourced insights such as news announcements, job postings, and installed technologies, which are useful for companies where these types of signals are reliable indicators of propensity to buy. The company hold six patents that cover its data collection and analysis methodologies.

ZoomInfo needs to build more awareness of its expanding capabilities. The company does not currently offer third-party behavioral/intent data. ZoomInfo is a best fit for B2B marketers who need a comprehensive solution with global data for marketing and sales use cases.

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

Contenders

- › **ReachForce offers an easy-to-use and economical solution.** The company's offerings are geared primarily to marketing use cases. Customer references praised ReachForce for delivering superior value and "easy-to-prove" ROI. The company's UI appears simple and easy to use. The company's SmartForms offering is a best-in-class tool for augmenting and appending data to lead form completions. One customer reference said it is especially pleased with SmartForms' ability to find and match critical account data in its SMB target market. ReachForce offers comprehensive data maintenance capabilities and is one of the handful of B2B marketing data providers whose product road map and vision prioritize new data management offerings.

ReachForce has not prioritized sales use cases. ReachForce offers global account data —but only contact data for the US and Canada, which is a deficiency it plans to address. The company does not offer third-party behavioral/intent data and has no plans to do so on its road map. ReachForce is a best fit for B2B marketers starting their journey to data-driven marketing.

Challengers

- › **DataFox offers a specialized account data intelligence and management solution.** The company offers strong fit/look-alike functionality for ICP modeling and TAM analysis. DataFox uses advanced natural language processing (NLP) capabilities to analyze web-sourced signals such as technologies installed, news announcements, and job postings for additional granularity and to prioritize look-alike accounts. DataFox offers strong tools for territory planning and dynamic optimization based on its ranking of account quality. DataFox also uses NLP to analyze company websites and create a proprietary taxonomy of terms for describing business focus and industry. Customer references praised this approach as being more precise and up-to-date than using traditional NAICS or SIC codes. The company uses a similar process for determining corporate hierarchies. DataFox offers comprehensive data maintenance capabilities for improving the quality of account data, including lead-to-company matching.

DataFox does not offer contact data or third-party behavioral/intent account data. DataFox is a best fit for midmarket organizations just starting outbound-oriented marketing programs and those that focus on best-fit insights and signals because they are reliable indicators of propensity to buy.

- › **Bombora is a leading supplier of third-party behavioral/intent data for accounts.** Bombora has played a leading role in building the category of account surge or intent data. The company's content consumption model has become the de facto standard in B2B marketing for third-party behavioral data to indicate intent and/or to factor into propensity scoring. In addition to signing OEM licensing agreements with a wide range of leading martech vendors (including many in this evaluation), Bombora has built a cadre of enterprise customers. Bombora bases its surge signals on historical analysis of company activity, which customers can also use as part of their win/loss analysis to enrich ICPs and optimize their content strategies. Customer references said the addition

The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

The 12 Providers That Matter Most And How They Stack Up

of account surge data for prioritization and personalization greatly increased the effectiveness of their engagement tactics. The company holds one patent on its process of identifying and associating topics of interest to a company and has four patents pending.

Bombora is more of a data specialist than a comprehensive data solution. Bombora is a best fit for enterprise B2B marketers with the capabilities to ingest and process the account surge data it supplies. B2B marketers at companies below this skills/resource threshold or those that simply prefer to manage fewer data sources can easily access the Bombora data through a growing number of martech solutions, some of which they may already own.

- › **Orb Intelligence is a firmographic specialist with a no-frills delivery model.** Orb Intelligence is a self-funded, profitable early-stage company offering a focused firmographic data set. To date, the company has focused primarily on licensing its data to other data and solutions providers (including vendors in this evaluation), but it has also signed several large enterprise customers. The company's data sourcing approach is rooted in its internet orientation and search DNA, which relies on government data and web domains as primary sources of data accuracy and quality. Coupled with AI-powered analytics, this data sourcing methodology has also enabled the company to build a proprietary taxonomy of 40,000 terms for describing company focus and industry that are more granular and up-to-date than using traditional NAICS or SIC codes. And it offers insights on SMB and small office/home office companies that typically do not have a credit profile (and D-U-N-S number). Customer references praised the company's ability to deliver highly accurate data on web and email domains.

Customer references also noted Orb Intelligence is currently a tool for "data scientists and engineers" because users access and extract data from Orb Intelligence through a set of APIs. The company offers a GUI for demo purposes only. Orb Intelligence is a best fit for B2B marketers at companies with the skills and resources to integrate the firmographic data Orb Intelligence provides.

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The 12 Providers That Matter Most And How They Stack Up

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Supplemental Material

Online Resource

The online version of Figure 2 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings. Click the link at the beginning of this report on Forrester.com to download the tool.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by July 6, 2018.

- › **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls when necessary to gather details of vendor qualifications.

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- › **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- › **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we narrow our final list. We choose these vendors based on 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation. Vendors marked as incomplete participants met our defined inclusion criteria but declined to participate or contributed only partially to the evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. Vendors marked as incomplete participants met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. For more information on the methodology that every Forrester Wave follows, please visit [The Forrester Wave™ Methodology Guide](#) on our website.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

Survey Methodology

Forrester fielded its Q1 2017 International B2B Marketing Panel Online Survey to 5,000 B2B marketing professionals from our ongoing Marketing & Strategy Research Panel. The panel consists of volunteers who join on the basis of interest and familiarity with specific marketing and strategy topics. For quality assurance, panelists are required to provide contact information and answer basic questions about their firms' revenue and budgets.

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Forrester fielded the survey during Q1 2017. Respondent incentives included a summary of the survey results.

Exact sample sizes are provided in this report on a question-by-question basis. Panels are not guaranteed to be representative of the population. Unless otherwise noted, statistical data is intended to be used for descriptive and not inferential purposes.

Endnotes

- ¹ See the Forrester report "[Vendor Landscape: Account-Based Marketing, Q4 2016.](#)"
- ² See the Forrester report "[Vendor Landscape: Account-Based Marketing, Q4 2016.](#)"
- ³ See the Forrester report "[The Customer Obsession Assessment.](#)"
- ⁴ See the Forrester report "[Vendor Landscape: Account-Based Marketing, Q4 2016.](#)"
- ⁵ See the Forrester report "[Vendor Landscape: Account-Based Marketing, Q4 2016.](#)"
- ⁶ See the Forrester report "[Vendor Landscape: Account-Based Marketing, Q4 2016.](#)"
- ⁷ Source: Forrester's Q1 2017 International B2B Marketing Panel Online Survey.
- ⁸ On the first day GDPR went into effect, Google and Facebook were hit with lawsuits. Source: Sean Keane, "GDPR: Google and Facebook face up to \$9.3B in fines on first day of new privacy law," CNET, May 25, 2018 (<https://www.cnet.com/news/gdpr-google-and-facebook-face-up-to-9-3-billion-in-fines-on-first-day-of-new-privacy-law/>).
- ⁹ For purposes of this report, we focused on the aspect of the B2B marketing data providers business that involves selling data directly to B2B marketers.
- ¹⁰ On average, B2B marketers said they planned to engage with a total of three data providers in 2017. Source: "Openprise Publishes B2B Data Market Industry Report 2017," Openprise press release, March 22, 2017 (<https://www.openprisetech.com/survey-finds-b2b-marketers-have-higher-satisfaction-when-working-with-multiple-third-party-data-providers/>).
- ¹¹ Multiple vendors participating in this evaluation provided the same company as a customer reference. A majority of the customer references we interviewed for this evaluation said they were using multiple data providers.
- ¹² Most other vendors in this evaluation that offer contact data provide filters to enable customers to segment by role or title.

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