

DecisionMaker® Data Enhancement

Quality counts when looking for the best match



When you look for a new service provider, whether for personal or professional reasons, quality counts. For example, you expect dating services to screen participants very carefully and travel agents to book only with reliable airlines. When you need B2B data you should expect no less. At mardevdm2 we apply quality and screening standards to more than 60 million business professionals from around the globe before we add them to our database. Then we provide the direct connection between you and them.

Why does data quality count?

Data quality is the fundamental requirement of all customer and prospect data. The problem is that most companies don't have it. In fact, recent research suggests that an average of 30% of customer data is inaccurate or outdated and nearly 75% of prospect data is incomplete or just plain wrong.

Quality counts most when you:

- send a direct mail piece or product sample
- invite them to attend an event
- draft a targeted offer for a certain segment of your database
- offer a cross-sell or up-sell opportunity to current customers

If the message is not delivered, you have wasted a significant portion of your campaign budget.

Find the best match

Matching and updating your customer and prospect data seems like a huge project. It is, but only if you try to do it yourself.

With the help of DecisionMaker® Data Enhancement from mardevdm2, your data can be compared to our database of more than 60 million current and sourced business contacts. It will be cleaned, standardised and enhanced with updated and targeted information.

We can also add contact and company data for prospects you need to reach and do not yet have in your records. Best of all - we only match and add data in your target market based on:

- business type
- title
- job function
- industry-specific demographics
- decision making/purchasing authority



How we enhance your data

We start with an audit of your data and provide a snapshot report of the findings as well as recommended enhancement steps.

The process is simple:

1. send mardevdm2 a sample or the whole of your marketing file
2. we standardise and match your file against our current 60 million contact B2B database
3. we identify missing information on your file for which we can fill in the blanks
4. we provide a report of the additional contacts and companies that we can add to your database
5. you decide what level of addition and enhancement you need for your business



Why match with mardevdm2?

There are a lot of data sources to choose from, but only one that provides global access to qualified decision makers in more than 20 industries with rich demographics that enable the best response to your marketing campaigns. Response begins with quality and so does mardevdm2. We consistently prove a 40-60% match rate on a company basis and can literally increase the quantity and quality of your marketing data overnight.



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mardevdm2.com

Mardevdm2 delivers global business-to-business marketing data and services that are designed to effectively and efficiently accelerate your sales pipeline. We add current, targeted contact information to your marketing database. We provide demand generation, lead nurturing and marketing automation services that maximize your ROI. At mardevdm2, we partner with you throughout each stage of your marketing process so you see the best results for your budget and your business.

