



B-to-B Technology Industry Prospecting Databases: A Comparative Analysis of Nine Data Suppliers

By Bernice Grossman and Ruth P. Stevens

July 2012

B-to-B Technology Industry Prospecting Databases: A Comparative Analysis of Nine Data Suppliers

By **Bernice Grossman and Ruth P. Stevens**

July 2012

Executive Summary

As part of ongoing research on B-to-B data sources available to marketers, this white paper evaluates the volume and accuracy of B-to-B data available to marketers of information technology (IT) products and services. Nine database suppliers participated in this year's study. Like the results from our analysis of compiled and response data sources in years past, data coverage and accuracy varied considerably among vendors. We conclude by urging marketers to source tech-buyer data from multiple sources to gain maximum market coverage. We also suggest that marketers who order prospecting data ask very carefully about the nature of the data sources and compilation methods involved. Finally, we recommend that marketers conduct a pre-test of the data to assess its applicability to their particular marketing need.

Building on the general enthusiasm surrounding our past three studies on the accuracy and completeness of B-to-B compiled and response data, we decided to conduct similar research on the data available in the large and active technology marketing sector.

We found a sizable quantity of suppliers offering compiled data, response data, or a combination, to marketers who are trying to reach technology buyers.

Invited to participate were:

- ALC
- Broadlook
- CardBrowser
- D&B
- Data.com
- Demandbase
- Discoverorg.com
- Harte-Hanks
- IDG
- Infogroup Targeting Solutions
- InsideView
- Mardev-DM2
- MeritDirect MeritBase
- NetProspex
- ReachForce
- Stirista
- TechTarget
- UBM
- Worldata
- ZoomInfo

We were very pleased that nine suppliers joined the study, and we extend our gratitude to them. From those who declined, three reasons surfaced. As with last year's response data study, some managers of response databases felt that only their list-owner clients could make the decision to participate, and the complexity managing all those permissions was too great. Some database owners felt that our methodology favors vendors with large volumes of data, and the strengths of those that compete on quality versus quantity would not be made evident in our study. We understand both of these lines of reasoning, and hope we can figure out refinements to our study that will overcome these limitations in the future. In the case of a few other vendors, further discussion revealed that they do not offer data for rent or append, but instead make it available through a proprietary platform—thus being ineligible for inclusion.

One relatively unusual aspect of the world of technology marketing is the proliferation of specialty data providers who dig deep into the characteristics of target accounts, particularly among very large enterprises with vast technology budgets. These vendors invest in capturing useful information like the specifics of the account's current installed technology, and their buying processes, buying roles, budgets and purchase intentions. These vendors

may not offer as many records as others, but each record is very richly detailed. Examples of such vendors are SalesQuest, iProfile.net, and InsideView. This kind of information is extremely valuable for key account planning. But is a considerably different animal from the prospecting databases studied here.

The nine participants who contributed information on their tech-buyer data are:

- Data.com
- D&B
- Harte-Hanks
- Infogroup
- Mardev-DM2
- NetProspex
- Stirista
- Worldata
- ZoomInfo

Our sincere thanks to them, and to everyone else who considered participating.

The scope and intent of the study

We followed the same approach as used in our earlier research on compiled and response databases, to get answers to the concerns of business marketers about data volume, completeness and accuracy. By using a similar research methodology, we also hoped to provide some apples-to-apples comparison among the contents of response databases, compiled databases, and industry-specific databases, over time.

As with our earlier data studies, we asked the vendors to provide company counts in a selection of target industry sectors, plus contact counts for specific companies, and complete records on individual business people.

We specified the same ten industries as in prior studies, and asked the vendors to tell us how many companies they had in each of the ten, as indicated by SIC.

For the contact data, we made two changes from prior studies. First, we doubled the number of companies for whom contact counts were requested. While we used the same set of well-known large firms in each of the ten industries as in the 2010 and 2011 studies, we added another list of ten smaller firms, in the same ten industries, to broaden the understanding of vendor data by company size. This change we made in response to requests by several readers of past studies who are interested in targeting small/medium businesses versus large enterprises.

Second, to get at the tech-buyer question, we specified that the contact counts be limited to IT professional contacts. We offered the participating vendors the following list of technology professional titles, as examples of the types of contacts we expected them to include in their counts.

Examples of IT Professional Titles

Architects	Directors Technology	Programmers	Systems Analysts
Business Analysts	Disaster Recovery Specialists	Project Leaders Technology	Systems Engineers
CIO's	Help Desk	Project Managers Technology	Systems Managers
Computer Operations Managers	Help Desk Managers	Quality Assurance	Systems Programmers
Computer Operators	Infrastructure Analysts	Quality Assurance Managers	Technical Consultants
CTO's	LAN Administrators	Sales Support Engineers	Technical Liaison
Data Modelers	LAN Managers	Security Specialists	Technical Support
Database Administrators (DBA's)	Network Administrators	Software Developers	Telecommunications
Database Analysts	Network Directors	Software Development Managers	Telecommunications Managers
Database Managers	Network Engineers	Software Engineers	VP's Technology
Datacommunications	Network Managers	Solution Engineers	WAN Administrators
Datacommunications Managers	Network Support	Solutions / Services - Tech Sales Reps	Web Developers
Datawarehouse Architects	NOC Specialists	Storage - SAN Administrators	Web Masters
Desktop Support Managers	NOC Team Leaders	Systems Administrators	Wireless Communications

We also recruited ten IT professionals in a variety of industries, who agreed to lend their names and contact information. We are grateful for their generous support of this study.

We asked only one qualitative question, inviting the vendors to explain their competitive positioning in the marketplace.

The positioning statements

Here is how the vendors described themselves in response to the following question:

Provide a statement of no more than 150 words that describes your tech data product/service, including how you are positioned, meaning your competitive differentiation. In short, this question is, “Who are you, and how are you different?”

Data.com

Launched in September 2011 at Dreamforce, Salesforce Data.com is democratizing data by delivering instant access to the business data companies need right inside salesforce.com. We provide the data foundation customers need to succeed as a social enterprise by helping them easily find new customers and clean their data right in the cloud. Data.com delivers the data foundation with accurate crowd-sourced contact information and the leading company information from Dun & Bradstreet. Data.com draws on a community of over 2 million strong members which make over a million updates a month, all in real-time to address the pace of change in business data. Data.com stands alone as social, transparent, collaborative and integrated directly in salesforce.com -- powering marketers to grow their business with complete and quality business data.

D&B

D&B Professional Contacts provides high-quality contact information – including email addresses and direct dials – on more than 60 million U.S. business professionals. Our database includes 900+ standardized job titles spanning sole proprietorships and multi-billion dollar enterprises. Customers selling into IT organizations have access to IT contacts as well as other business stakeholders who may be involved in the purchasing decision. D&B takes rigorous steps to

Individual contacts in the study

Industry	Name	Title	Company
Communications	Michael Green	Sr. Manager, Database Marketing	Level 3 Communications, LLC
Electronics	Al Logiodice	Platform Manager, Store.Sony.com Development	Sony Electronics
Financial Services	Michael Spencer	Director, Information Technology	Barclays Capital
Healthcare Technology	Arthur J Fisher	Marketo & SalesLogix Marketing DBA	GE Healthcare
Manufacturing	Doug Lee	Reporting Manager	Pasternack Enterprises, Inc.
Marketing	Dan Spiegel	Vice President of Engineering	AdMarketplace
Not-for Profit	Andrew Lazar	Senior Technical Business Analyst/Database Developer	American Institute of Chemical Engineers
Optical Equipment	Jeff Harvey	Director of IT	Edmund Optics, Inc.
Software	Rick Graham	President	Dual Impact Inc.
Technology	Dominic Dimascia	VP, Technology Delivery Services	GSI Commerce

ensure the accuracy of our data, vetting information through a rigorous quality assurance process, and linking each contact to a unique company identifier, the D-U-N-S® Number. This connection between contact and company offers key insight – such as employee count and sales-- that puts a prospect's technology purchase in context. No one else offers this comprehensive view of contacts and the business they're in.

Harte-Hanks

Harte-Hanks is the industry's most trusted source for detailed information and insight into today's business technology buying market. Our flagship product, the Ci Technology Database™ (CITDB), tracks technology installations, purchase plans and key decision makers at more than four million locations in 25 countries in North America, Latin America and Europe. Detailed profiles include:

- Technology purchase plans including budget, need, timing, preferred vendor and key decision-maker.
- Installed technology and primary manufacturers for more than 45 products including computer hardware, software, networks, storage and telecommunications
- Site and enterprise-level IT budgets and IT staffing estimates
- Detailed contact information on IT and business decision-makers including functional responsibility.
- Plus, 65 descriptive fields including address, telephone, number of employees, annual revenue, industry classifications, DUNS number and fiscal year end. Put the power of the Ci Technology Database to work for you. Contact the technology experts at Harte-Hanks at 1-800-854-8409 or visit www.citdb.com for more information.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on 230MM individuals and 24MM businesses. We incorporate the highest quality, most accurate and comprehensive compiled and third-party information rich data. Our response generated data sources contain millions of records of leading IT executives and professional IT buyers within the US and Canada. Additionally, our B2B response driven powerful databases are rich in IT & technology related buyer information. We provide solutions and services to support marketers' and sales' efforts throughout the entire marketing and sales cycles by integrating cross-channel data from disparate sources to provide insights that ultimately increase efficiency, productivity and target the most responsive customers and prospects to drive the highest ROI.

Mardev-DM2

Mardevdm2 DecisionMaker® Databases are more than just a masterfile. They are custom built, multi-channel databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both “deep data” selectivity and larger volumes of names. Selectable by specific detailed title and level, buying authority, software, hardware, number of PCs, laptops and printers as well as other IT related site data. It is this combination of depth, quality and coverage, that differentiates Decisionmaker from other masterfiles, improving marketing outcomes for our varied client-base. Partners include BuyerZone, CFE Media's Consulting Specifying Engineer, Control Engineering, Plant Engineering, Financial Media Group, Ward's Business Directory, IBIS, Lexis Nexis's Corporate Directories, Martindale Hubbell, Advertiser and Agency Redbooks, Reed Business Information, RS Means and many other highly reputable controlled circulation and media partners.

NetProspex

NetProspex is the only B2B data provider with a proprietary verification process to ensure clean, accurate, and up-to-date contact information. NetProspex drives customer acquisition by partnering with B2B marketers

to deliver targeted prospect lists, data cleansing, and profiling analytics that help to uncover data insight and optimize lead generation results. Voted Best Lead Generation Solution by the SIIA, NetProspex maintains a deep database of millions of crowd-sourced business contacts verified by CleneStep™ technology. Thousands of B2B organizations rely on NetProspex to acquire and maintain clean, accurate prospect information to fuel high-performing marketing campaigns. More information at www.netprospex.com or on Twitter @NetProspex.

Stirista

Quite often the term 'social media' is used as a buzzword, but we rarely see practical usage and integration of the data with actionable email addresses. Stirista combines information from public profiles and websites and connects that information with an email database. This helps IT vendors identify exactly what technologies and products the IT buyers interested in even before someone makes a pitch to them. By figuring out, for instance, that an IT department specializes in .NET and is part of an online discussion forum for .NET, one can safely assume that a conference on Linux would not be of much interest to that individual. Stirista knows something beyond the fact that someone is an IT director and that makes the data exponentially more powerful. It not only helps with enhanced targeting capabilities but also decreases the potential of lost revenue and time due to incorrect messaging.

Worldata

Worldata is the leading data agency firm in the U.S. As the largest buyer and user of 3rd party permissioned email media, Worldata has unique abilities that our clients leverage including: reduced costs, special data availability and overall best practice knowledge. Our primary focus is with the Email, Direct Mail and Telemarketing categories. We help marketers to execute prospect marketing programs, data hygiene initiatives and overall direct marketing strategies. More than 800 customers worldwide from all types of businesses and organizations—from enterprise technology, publishing, and online education to business services, nonprofits, and associations—use Worldata to leverage data assets, procure key datasets and find overall solutions to customer and prospect data initiatives. For more information contact Jay Schwedelson at 800.331.8102 x176 JayS@Worldata.com.

ZoomInfo

ZoomInfo is a B2B directory of over 50 million people throughout 5 million companies that includes contact information such as phone numbers, email addresses, and mailing addresses as well as the most in-depth profiles on individuals. The core of our technology is our patented web-crawling tools which help us compile all of our information. We also have a community of thou-

sands of contributors who allow us to scan their email signatures in exchange for viewing our data. Our mission is to be able to map the business landscape in near real-time, and our technology is close to being able to give business professionals a 30-day snapshot so that our data is as up-to-date as possible. In terms of IT titles, our database consists of over 1,814,000 IT titles throughout 189 industries as well.

The company counts reported

Here are the company counts in each of the ten industries reported by the vendors in response to the question,

State the number of U.S. firms you have on your file in each of these 10 SICs. Also state (Y/N) whether you code firms with NAICS.

SIC	32	56	28	64	73	81	80	82	35	48	Comments
	Stone, clay and glass products	Apparel and accessory stores	Chemical and allied products	Insurance agents, brokers & services	Business services	Legal services	Health services	Educational services	Machinery, except electrical	Communications	Do you code firms with NAICS? (Y/N)
Data.com	22,141	8,832	4,946	81,634	164,279	78,184	25,541	17,753	51,298	43,494	Yes
D&B	40,391	308,890	53,049	307,131	5,799,337	488,019	1,454,473	360,850	127,086	200,884	Yes
Harte-Hanks	13,555	2,630	24,803	72,568	372,699	33,784	507,566	216,088	60,140	56,319	Yes
Infogroup	45,355	335,512	59,776	444,584	4,306,799	598,841	2,189,964	457,247	155,251	242,965	Yes
Mardev-DM2	34,080	154,213	45,065	834,340	2,866,125	531,718	955,738	299,494	111,255	111,116	No *
NetProspex	10,049	7,753	14,358	45,909	261,998	46,892	75,625	74,899	45,687	35,761	No **
Stirista	1,937	2,893	12,704	15,296	78,682	29,642	63,639	176,019	15,019	23,668	Yes
Worldata	27,075	172,644	35,490	200,317	3,412,525	439,812	1,203,994	327,309	86,600	137,566	Yes
ZoomInfo	3,813	42,213	23,655	52,906	284,518	80,908	81,689	155,291	19,088	36,431	No ***

* Most of our database participants are response lists and the demographics are self reported. Because of this not all of our records are SIC coded. We have our own detailed business activity to allow our customers to target their marketing efforts.

** SIC codes are available down to the 8-digit level.

*** We have some companies with NAICS codes but not many.

The contacts counts reported

Here are the counts for contacts at ten each large and small companies in response to the question,

Provide the total number of contacts with IT-related titles you have at each of these 20 firms, U.S. only, including headquarters and all branch locations.

For a list of the kinds of titles we are interested in, see below (see p. x for the list).

Large enterprises	Data.com	D&B	Harte-Hanks	Infogroup	Mardev-DM2	NetProspex	Stirista	Worldata	ZoomInfo
Andersen Windows	91	179	25	29	9	45	33	189	17
Nordstroms	238	379	19	494	3	250	983	1,117	90
Monsanto	276	351	95	621	448	453	869	928	289
MetLife	1,665	2,630	241	2,088	1,000	753	2,258	2,287	370
Accenture	9,465	4,610	49	4,826	3,332	3,310	8,052	1,701	2,242
Baker & McKenzie	93	119	22	136	139	177	135	451	44
Methodist Hospital System	107	120	12	53	113	89	155	344	516
ETS (Educational Testing Service)	163	190	4	265	218	217	145	133	27
Dell	1,473	1,756	83	3,928	2,096	1,287	1,512	2,319	3,220
Verizon	776	3,024	551	5,088	6,001	2,683	701	3,879	1,611
Small/medium enterprises									
Overly Door Company	3	6	0	4	5	5	4	5	2
Haggar Clothing Company	5	0	40	14	16	10	7	188	9
Frontier Pharmaceutical, Inc.	0	0	0	1	0	0	4	0	0
Hicks Insurance Group	0	0	0	3	0	0	3	0	0
Cadence Management Corporation	0	0	1	2	4	3	2	0	1
Henderson Legal Services, Inc.	0	0	1	1	1	1	2	0	0
Tri-anim Health Services, Inc.	1	0	3	5	6	7	4	9	0
Kumon Learning Centers	0	12	5	101	0	7	15	21	0
Device Technologies, Inc.	1	2	0	112	3	1	5	1	3
Reel-o-Matic, Inc.	0	0	0	4	0	2	2	0	2

Complete contacts reported

Here are the figures on complete counts for each industry, in response to the question,

Provide the number of “complete” contact records among the IT professionals you have at each firm. Complete means including full name, address, title, phone, and email.

Large enterprises	Data.com	D&B	Harte-Hanks	Infogroup	Mardev-DM2	NetProspex	Stirista	Worldata	ZoomInfo
Andersen Windows	91	169	12	17	2	45	33	167	12
Nordstroms	238	371	3	249	1	250	983	994	40
Monsanto	276	310	30	354	48	453	869	813	113
MetLife	1,665	2,584	139	1,424	166	753	2,258	1,978	254
Accenture	9,465	4,589	19	4,119	269	3,310	8,052	1,432	205
Baker & McKenzie	93	111	11	248	25	177	135	405	14
Methodist Hospital System	107	111	6	194	18	89	155	293	362
ETS (Educational Testing Service)	163	184	2	183	41	217	145	88	1
Dell	1,473	1,699	44	1,298	224	1,287	1,512	2,016	1,171
Verizon	776	2,830	168	1,801	578	2,683	701	3,287	736
Small/medium enterprises									
Overly Door Company	3	6	0	2	0	5	4	4	2
Haggar Clothing Company	5	0	39	6	4	10	7	134	1
Frontier Pharmaceutical, Inc.	0	0	0	2	0	0	4	0	0
Hicks Insurance Group	0	0	0	18	0	0	3	0	0
Cadence Management Corporation	0	0	0	1	0	3	2	0	0
Henderson Legal Services, Inc.	0	0	1	1	1	1	2	0	0
Tri-anim Health Services, Inc.	1	0	1	7	0	7	4	6	0
Kumon Learning Centers	0	12	4	94	0	7	15	17	0
Device Technologies, Inc.	1	1	0	23	0	1	5	1	2
Reel-o-Matic, Inc.	0	0	0	4	0	2	2	0	1

The contact records reported

Here are the records for our ten individual business people, in response to the following directions. *Please pull the record of each of these 10 IT professionals as it currently appears on your file. Submit the record in its entirety. Note: Please do not use any other data sources (e.g., tele-verification, or Internet search) to re-search these names. We have secured permission from these 10 people to include their data in this research, and we have told them they will not be contacted or researched in any way by the participating suppliers.*

Contact Record: Dominic Dimascia

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Dominic	Dimascia	VP, Technology Delivery Services	GSI Commerce	324 Ridge Avenue		Wrightstown	PA	18940	(610) 491-7221	dimasciad@gsicommerce.com
Data.com	Dominic	Dimascia	Vice President Technology Delivery Services	GSI Commerce, Inc.	935 1st Ave		King Of Prussia	PA	19406-1342	+1.610.491.7000	dominid@gsicommerce.com
D&B	Dominic	Dimascia	Vice President Technology Delivery Services	Gsi Commerce, Inc.	935 1st Ave		King of Prussia	PA	19406		DIMASCIAD@GSICOMMERCE.COM
Harte-Hanks											
Infogroup	Dominic	Dimascia	Vice President Technology Delivery Services	GSI Commerce, Inc.	935 1st Ave		King Of Prussia	PA	19406	610-491-7000	
Mardev-DM2	Dominic	Dimascia	VICE PRESIDENT TECHNOLOGY DELIVERY SERVICES	GSI Commerce	935 1ST AVE		KING OF PRUSSIA	PA	19406-1342	610 491 7000	
NetProspex	Dominic	Dimascia	Vice President Technology Delivery Services	GSI Commerce, Inc.	935 1st Ave		King Of Prussia	PA	19406-1342	(610) 491-7000	dimasciad@gsicommerce.com
Sirista	Dominic	Dimascia	eCommerce Executive	GSI Commerce, Inc.	935 1st Ave		King Of Prussia	PA	19406	6104917000	dominid@gsicommerce.com
Worldata	Dominic	Dimascia	VP, Technology Delivery Services at GSI Commerce	GSI Commerce, Inc.	935 First Avenue		King of Prussia	PA	19406	(610) 491-7000	dimasciad@gsicommerce.com
ZoomInfo											

Contact Record: Arthur Fisher

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Arthur J	Fisher	Marketo & SalesLogix Marketing DBA	GE Healthcare	40 IDX Dr		South Burlington	VT	5407	802-859-6476	jay.fisher@ge.com
Data.com											
D&B											
Harte-Hanks											
Infogroup											
Mardev-DM2											
NetProspex	Jay	Fisher	Database Administrator	General Electric Company	PO Box 1070		Burlington	VT	5402	802 859-6476	jay.fisher@ge.com
Sirista											
Worldata											
ZoomInfo	Arthur	Fisher		GE Healthcare LTD	So. Burlington, Vermont, United States	800 Centennial Avenue, P.O. Box 1327	Piscataway	New Jersey	8855	(732) 457-8000	

-Contact Record: Rick Graham

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Rick	Graham	President	Dual Impact Inc.	241 Forsgate Drive	Suite 208	Jamesburg	NJ	8831	(732) 656-0745	rick@computer care.com
Data.com	Rick	Graham	I T Department	Dual Impact Inc	109 S Main St		Cranbury	NJ	08512-3174	+1.609.448.4449	rick@computer care.com
D&B	Rick	Graham	President	Dual Impact Inc	241 Forsgate Dr Ste 208		Jamesburg	NJ	08831	7326560673	
Harte-Hanks	Rick	Graham	President	Dual Impact Inc	241 Forsgate Dr Ste 208		Jamesburg	NJ	08831-1385	(732)656-0673	
Infogroup	Richard	Graham	President	Dual Impact	241 Forsgate Dr # 208		Jamesburg	NJ	08831	732-656-0673	rick@computer care.com
Mardev-DM2	RICHARD	GRAHAM	PRESIDENT	DUAL IMPACT	3762 SUMMER ROSE DR		ATLANTA	GA	30341-1690	732 656 0673	
NetProspex	Rich	Graham	President	Computer Care	241 Forsgate Dr.	Ste 208	Jamesburg	NJ	8831	732-656-0745	rick@computer care.com
Sirista	RICK	GRAHAM	IT DEPARTMENT	DUAL IMPACT INC	241 FORSGATE DR STE 208		JAMESBURG	NJ	8831	7326560673	rick@computer care.com
Worldata	Rick	Graham	President	ComputerCare, Inc.	241 Forsgate Drive	Suite 208	Jamesburg	NJ	08831	(800) 248-0122	RICK@computer care.com
ZoomInfo											

Contact Record: Michael Green

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Michael	Green	Sr. Manager, Database Marketing	Level 3 Communications, LLC	100 S Cincinnati Ave	Suite 1200	Tulsa	OK	74103	918-547-0602	mike.green@level3.com
Data.com	Michael	Green	Database Marketing Manager	Level 3 Communications, Inc	1025 Eldorado Blvd	Boulevard	Broomfield	CO	80021-8254	+1.720.888.1000	michael.green@level3.com
D&B											
Harte-Hanks	Mike	Green	Sr. Manager, Database Marketing - Level3	Level 3 Communications				OK		(918) 547-0602	Mike.Green@Level3.com
Infogroup											
Mardev-DM2											
NetProspex	Michael	Green	Database Marketing Manager	Level 3 Communications Inc.	1025 ELDORADO BLVD		BROOMFIELD	CO	80021	(720) 888-1000	michael.green@level3.com*
Sirista	MICHAEL	GREEN	SR. MANAGER, DATABASE MARKETING	LEVEL3 COMMUNICATIONS	100 S CINCINNATI AVE		TULSA	OK	74103	9185476000	michael.green@level3.com
Worldata	Michael	Green	Senior Manager, Database Marketing	Level 3 Communications, Inc.	1025 Eldorado Boulevard		Broomfield	CO	80021	(720) 888-1000	michael.green@level3.com
ZoomInfo	Mike	Green	Senior Manager, Database Marketing	Level 3 Communications, Inc.	Tulsa, Oklahoma, United States	1025 Eldorado Boulevard	Broofield	Colorado	80021	(918) 547-0602	mike@level3.com

* Michael Green has opted out of the NetProspex database, but his record is on the file.

Contact Record: Jeff Harvey

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Jeff	Harvey	Director of IT	Edmund Optics, Inc.	101 E. Gloucester Pike		Barrington	NJ	8007	800-363-1992 x6825	JHarvey@edmundoptics.com
Data.com	Jeff	Harvey	Marketing Manager	Edmund Optics, Inc.	6464 E Grant Rd		Tucson	AZ	85715-8801	+1.856.573.6250 x6825	jharvey@edmundoptics.com
D&B	Jeff	Harvey	Marketing Manager	Edmund Optics, Inc.	Edmund Scientific Co	101 E Gloucester Pike	Barrington	NJ	08007	8565473488	
Harte-Hanks											
Infogroup	Jeff	Harvey	Director of IT	Edmunds Optics Inc.	101 E Gloucester Pike		Barrington	NJ	08007	800-363-1992	jharvey@edmundoptics.com
Mardev-DM2	JEFF	HARVEY	DIR-IS	EDMUND INDUSTRIAL OPTICS INC	101 E GLOUCESTER PIKE		BARRINGTON	NJ	08007-1380	856 573 6250	
NetProspex	Jeff	Harvey	IT Director	Edmund Optics Inc	101 EAST GLOUCESTER PIKE		BARRINGTON	NJ	8007	(856) 573-6250	jharvey@edmundoptics.com
Sirista	JEFF	HARVEY	DIRECTOR OF IS	EDMUND OPTICS, INC.	101 E GLOUCESTER PIKE		BARRINGTON	NJ	8007	8565736250	jharvey@edmundoptics.com
Worldata	Jeff	Harvey	Director of Information Systems	Edmund Optics Inc.	101 East Gloucester Pike		Barrington	NJ	08007	(800) 363-1992	jharvey@edmundoptics.com
ZoomInfo											

Contact Record: Andrew Lazar

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Andrew	Lazar	Senior Technical Business Analyst/Database Developer	American Institute of Chemical Engineers	3 Park Avenue		New York	NY	10016	646-495-1336	andri@aiche.org
Data.com	Andy	Lazar	Senior Information Technology Support and Director	American Institute of Chemical Engineers (AIChE)	3 Park Ave		New York	NY	10016-5901	+1.800.242.4363	andri@aiche.org
D&B											
Harte-Hanks											
Infogroup											
Mardev-DM2	ANDREW	LAZAR	SENIOR PROFESSIONAL	AMERICAN INSTITUTE OF CHEMICAL ENGINEERS	3 PARK AVE		NEW YORK	NY	10016-5991	646 495 1377	
NetProspex											
Sirista	ANDREW	LAZAR	DIRECTOR APPLICATIONS AND DATABASE DEVELOPMENT	AMERICAN INSTITUTE OF CHEMICAL ENGINEERS (AICHE)	3 PARK AVE FL 19		NEW YORK	NY	10016	6464951336	andri@aiche.org
Worldata	Andrew	Lazar	Technical Business Analyst/Database Developer	American Institute of Chemical Engineers	3 Park Avenue		New York	NY	10016	(800) 242-4363	andri@aiche.org
ZoomInfo											

Contact Record: Doug Lee

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Doug	Lee	Reporting Manager	Pasternack Enterprises, Inc.	17802 Fitch		Irvine	CA	92614	949-261-1920 x139	doug@pasternack.com
Data.com											
D&B	Doug	Lee	Reporting Manager	Pasternack Enterprises, Inc.	17802 Fitch		Irvine	CA	92614	8667278376	DOUG@PASTERNAK.COM
Harte-Hanks											
Infogroup	Doug	Lee		Pasternack Enterprises Inc	17802 Fitch		Irvine	CA	92614	949-261-1920	
Mardev-DM2	DOUG	LEE	REPORTING MANAGER	PASTERNAK ENTERPRISES INC	17802 FITCH		IRVINE	CA	92614-6002	949 261 1920	
NetProspex	Doug	Lee	Reporting Manager	Pasternack Enterprises Inc	1851 Kettering		Irvine	CA	92614-5617	(949) 261-1920	doug@pasternack.com
Sirista	DOUG	LEE	REPORTING MANAGER	PASTERNAK ENTERPRISES, INC.	PO BOX 16759		IRVINE	CA	92623	8667278376	doug@pasternack.com
Worldata	Doug	Lee	Reporting Manager	Pasternack Enterprises, Inc.	17802 Fitch		Irvine	CA	92614	(949) 261-1920	doug@pasternack.com
ZoomInfo											

Contact Record: Al Logiodice

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Al	Logiodice	Platform Manager, Store.Sony.com Development	Sony Electronics	16500 Via Esprillo		San Diego	CA	92127	858-942-5347	al.logiodice@am.sony.com
Data.com											
D&B											
Harte-Hanks											
Infogroup											
Mardev-DM2	AL	LOGIODICE	MANAGER WEB CRM AND CUSTOMER SERVICE SYSTEMS	SONY STYLE	16745 W BERNARDO DR		SAN DIEGO	CA	92127-1907	858 942 8000	
NetProspex	Al	Logiodice	Manager Platform Development SonyStyle.com	(310) 244-4000	10202 WASHINGTON BLVD		CULVER CITY	CA	90232-3119	(310) 244-4000	al.logiodice@am.sony.com
Sirista											
Worldata	Al	Logiodice	Platform Manager	Sony Electronics, Inc.	16530 Via Esprillo		San Diego	CA	92127	(858) 942-2400	allogiodice@sony.com
ZoomInfo											

Contact Record: Michael Spencer

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Michael	Spencer	Director, Information Technology	Barclays Capital	745 Seventh Avenue		New York	NY	10019	(212) 412-2890	michael.spencer@barclayscapital.com
Data.com*	Michael	Spencer	E2E Infrastructure Architect	Barclays Capital Inc.	Unit 5 9	2 Churchill Place	London		E14 5RB	+44.2071161000	michael.spencer@barclays.co.uk

D&B

Harte-Hanks

Infogroup

Mardev-DM2

NetProspex	Michael	Spencer	E2E Infrastructure Architect	Barclays Capital Inc.	200 PARK AVE LOWR 3A		NEW YORK	NY	10166	(212) 412-4000	michael.spencer@barcap.com
Sirista	MICHAEL	SPENCER	E2E INFRASTRUCTURE ARCHITECT	BARCLAYS CAPITAL INC.	200 PARK AVE LOWR 3A		NEW YORK	NY	10166	2124124000	michael.spencer@barcap.com

Worldata

ZoomInfo

* Jigsaw only accepts complete records. A member reported in 2009 that this contact is no longer with the company. We are also able to confirm that this is an undeliverable email. Hence this contact is in the Jigsaw Graveyard.

Contact Record: Dan Spiegel

	First name	Last name	Title	Company	Address 1	Address 2	City	State	Zip	Office Phone	Email
Correct record	Dan	Spiegel	Vice President of Engineering	AdMarketplace	3 Park Avenue	27F	New York	NY	10016	631-219-6710	dspiegel@admarketplace.com
Data.com	Dan	Spiegel	Vice President of Engineering	adMarketplace	3 Park Ave	Fl 27	New York	NY	10016-5902	+1.212.925.2022	dan@admarketplace.com

D&B

Harte-Hanks

Infogroup

Mardev-DM2

NetProspex	Dan	Spiegel	VP Engineering	adMarketplace	3 Park Ave	27th Floor	New York	NY	10016	212-925-2022	dan@admarketplace.com
Sirista	DAN	SPIEGEL	VP, ENGINEERING	adMarketplace	3 Park Ave	Fl 27	NEW YORK	NY	10016	2129252022	dan@admarketplace.com
Worldata	Dan	Spiegel	Vice President of Engineering	adMarketplace	3 Park Avenue	27th Floor	New York	NY	10016	(212) 925-2022	dan@admarketplace.com

ZoomInfo

Observations about the data

This study revealed several unexpected angles about tech data. For one, we were surprised at how many IT professionals can be found at large enterprises. Paradoxically, we also notice that individuals in certain very large companies may be relatively difficult to reach—judging from the large holes in several of the ten individual records. We hypothesize that some large enterprises might encourage their IT professionals to keep a low profile.

For another, the contact counts reported raise a critical issue for business marketers. It's apparent that IT titles are growing fuzzier over time. Consider some of the titles used by our ten individuals: "Platform Manager," "Reporting Manager," "Vice President of Engineering." It's well nigh impossible from these titles to conclude that the person is in an IT role. Marketers may need to broaden the variety of titles they specify to capture a wider set of targets.

Finally, the wide variation in company counts reported per SIC reminds us that many vendors use proprietary industry categorization methodologies. This means that marketers need to be aware of the lack of standardization in determining how to classify any given company. This represents is a larger, ongoing problem in B-to-B database marketing, and an issue we will try to address in a future study.

As we expected, the data reported was fairly accurate, with only a few minor errors. When there were errors, they were not fatal for marketing purposes: The mail or email would still be deliverable, and the telephone call would eventually get to the prospect, in most cases.

Like earlier studies, the data field with the most problems—either missing or less accurate than other data elements—was email address.

When looking at the volume of complete records versus all contact records, keep in mind that vendors like Data.com, Stirista and NetProspex offer only data that is complete by our definition.

We also caution readers of this study against drawing conclusions about the capabilities of any particular vendor based on the comparative records of the ten individuals. This is not a statistically projectable sample in any respect—not only because it is too small, but also because these are simply ten people we happen to know and could persuade to lend their names. What we can conclude, however, is that important fields like direct phone number and email address tend to be fluid in this vertical. And that the fast-moving tech industry is characterized by high levels of turnover in jobs, skills and companies.

The wide fluctuations in company counts and contact counts lead us to the conclusion that no single vendor provides access to all the prospecting companies and all the prospective contacts that marketers of technology may be looking to reach.

Advice to business marketers ordering from technology industry prospecting databases

Based on our conclusion that no single vendor is likely to give you access to your entire target, our general recommendation about technology industry vertical data is that you use multiple vendors to gain the breadth of market coverage you need.

Our specific guidelines for business marketers seeking to reach tech-buyer targets:

- Given the wide variances in data quantity and quality, it's essential that you investigate thoroughly the data sources and maintenance practices of the vendors you are considering. In tech data particularly, quality trumps quantity.
- Specify exactly what you mean when ordering data. Don't make any assumptions that the vendor's definition of a term is the same as yours.
- Find out how your vendor gets at SIC, and whether they use some kind of conversion algorithm.
- Ask your vendor for details on how they define and source title and job function information, and how they are dealing with the new titles that have come into use in recent years. Also inquire about when they update their records, so you can get at the freshest data on this essential element.

- Conduct a comparative test before you buy. Here are three approaches you can try:
 1. Send each potential vendor a sample of records from your house file and ask them to add data fields. Include a few dozen records on which you know the “truth,” to assess accuracy of what comes back.
 2. Order a sample of names with phone numbers from a prospective vendor, and then verify the accuracy of the records by telephone.
 3. Order 5,000 records from a single state, from multiple vendors. Ask the vendors to deliver the file in ZIP sequence. Examine them. A high incidence of identical records among the vendors will be a strong indicator of likely accuracy.

We hope our research is useful to business marketers who are renting or buying data on technology buyers. This information will serve as a guide as you conduct your due diligence.

Bernice Grossman is president of DMRS Group, Inc., a marketing database consultancy in New York City. She is past chair of the B-to-B Council of The DMA. Reach her at bgrossman@dmrsgroup.com

Ruth P. Stevens consults on customer acquisition & retention, and teaches marketing at graduate schools and corporations. She is the author of *Maximizing Lead Generation: The Complete Guide for B2B Marketers*, and *Trade Show and Event Marketing*. Reach her at ruth@ruthstevens.com.

The authors gratefully acknowledge the valuable input of **David Knutson**, of Direct Business Systems.

This publication is part of a series entitled **Business-to-Business Database Marketing**, by Bernice Grossman and Ruth P. Stevens. Papers published to date include:

- “B-to-B Response Databases: A Comparative Analysis” (April 2011)
- “Online Sources of B-to-B Data: A Comparative Analysis, 2010 Edition” (March 2010)
- “Online Sources of B-to-B Data: A Comparative Analysis” (January 2009)
- “What B-to-B Marketers are REALLY Doing with Their Databases” (September 2007)
- “Enhancing Your B-to-B Database with Data Append” (November 2006)
- “15 Thorny Data Problem That Vex B-to-B Marketers, and How to Solve Them” (November 2006)
- “Keep it Clean: Address Standardization Data Maintenance for Business Marketers” (February 2006)
- “Outsourcing Your Marketing Database: A ‘Request for Information’ is the First Step” (March 2006)
- “Our Data is a Mess! How to Clean Up Your Marketing Database” (October 2005)

These papers are available for download at www.dmrsgroup.com and www.ruthstevens.com.