

MARKETING DATA SOLUTIONS BRIEF

A common-sense approach to marketing data

We assume you have come to this page because you:

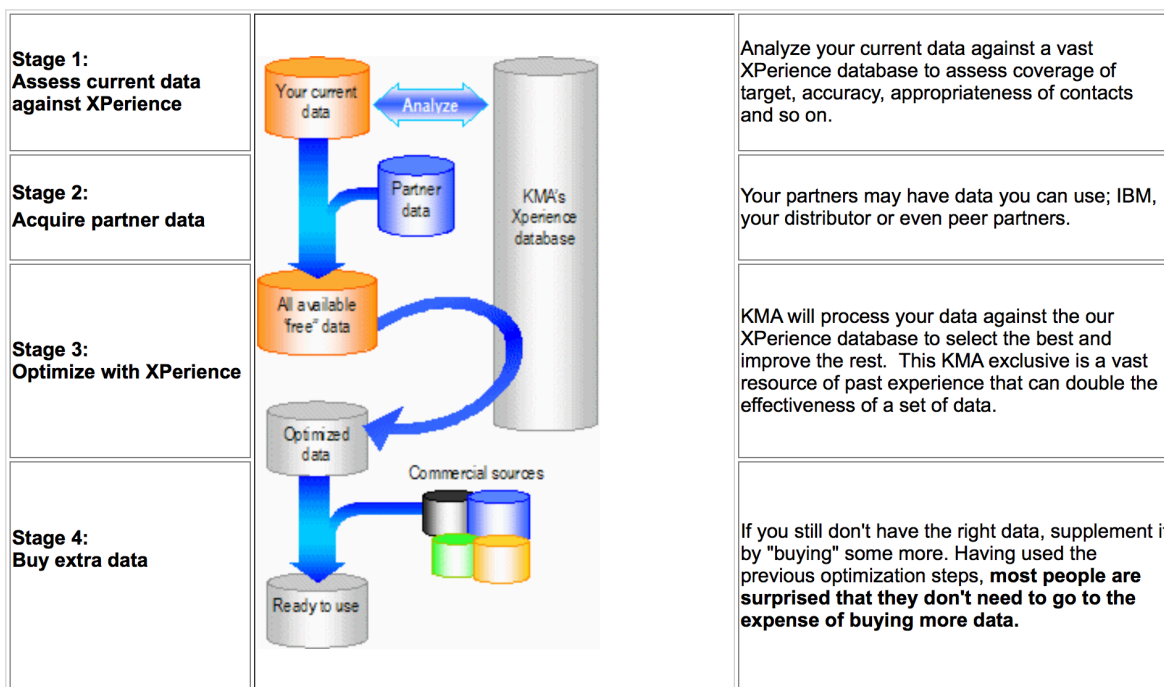
- Need better marketing data
- Need more prospect data
- Need data for a specific campaign or project
- All of the above

Data Optimization: A key concept for most projects

The quality of your data will directly affect the results of your projects - especially lead generation campaigns. So, before starting execution of any project you should **optimize the data**. Simply stated, optimization means assembling the most cost-effective set of data to support your objectives. Everyone tries to do it; but not everyone knows how to do it quickly and cost effectively.

Data Optimization: A structured approach

Here is a defined, repeatable and affordable data optimization process developed by KMA and used on many of our clients projects; use of this approach has often **doubled the effectiveness** of lead generation projects.



We'll describe each stage to tell you how to do it yourself and show you alongside how KMA could add value by doing it for you. We assume the data is being used for a lead generation project - but many of the techniques work for other projects.

Stage 1: Assess your current data

Do it yourself

Having defined the target for the campaign you need to analyze your current data and find out:

- Does it cover enough of the target market?
- Is it accurate enough?
- Is it complete enough?
- Do you have appropriate contacts?

We can help you do this more completely and thoroughly because:

- We do it all the time, so we are good at it
- We have our XPerience database as a vital resource

Our XPerience database is a huge collection of meta-data that has been collected from millions of calls and mailers over several years. Among other things, it tells us what type and level of contact has actually worked in past projects that have goals similar to yours. So, when we assess your current data we have this immensely valuable resource against which to benchmark your data.

By the way, we don't charge for assessing your data - if it is part of preparing to execute a project for you.

Stage 2: Acquire partner data

Do it yourself

You have partners who can help you! If the stage 1 assessment shows you have holes in your data, perhaps your partners can help to plug them. You should approach the following:

- IBM (if you are an IBM BP)
- Your distributor (if you are an SP2)
- ISVs who will benefit from the leads you generate in the project (if you are an SP, or vice versa if you are an ISV)

KMA's added value

We can help you do this more completely and thoroughly because:

- From hundreds of these projects we see all the ingenious ways used to "borrow" data.
- We have been hosting and using IBM and distributor data in cooperative projects for over a decade. So, you won't have to jump through the many hoops needed to prove that your partner's data asset will be properly managed and secured.

In fact, how can you assess the value of your partners' data if they won't even let you see it?! As an independent third party, we can get it and run it through stage 1 assessment in hours. So, you will know very quickly if your partner(s) have been able to fill the holes in your data.

Did we mention that we don't charge for this advice - if it is part of preparing to execute a project for you?



Stage 3: Acquire partner data

Do it yourself

Take all the “free” data (your own plus any partner data) and:

- Select the enterprises that fit your target
- Select from the available contacts for each enterprise the ones that will be most effective for your goal.
- For records where data is missing (contact name, telephone number) decide whether to discard the records or invest in data discovery.
- If you have more records than are needed to meet your goals, select the most productive ones.

KMA's added value

We can help you do this more completely and thoroughly because:

- We do it all the time, so we are good at it.
- We have our XPerience database as a vital resource

The results of millions of calls tells us - for your sort of project:

- What size of enterprise will work best.
- What level and type of contact to target
- What job titles will work

Plus many other things that will both select the best data and improve the accuracy/completeness of it.

Did we mention that we don't charge for optimizing data - if it is part of preparing to execute a project for you?

Stage 4: Buy extra data

Do it yourself

So, you have done the best job you can to find and optimize data available for “free”. If you still judge it to be inadequate to meet the goals of your project you could acquire additional data by:

- Reviewing the commercially available data sources
- Selecting ones that supplement or completely replace your “free” data
- Renting appropriate amounts from each source to support your goals.

Because of the wide range of sources and the complexities of agreements you would normally have to seek the assistance of a broker.

KMA's added value

The biggest value KMA provides is to eliminate this step completely for many of our clients. By finding the diamonds in their existing data we avoid the delays and expense of renting new data.

Our XPerience database takes the emotion out of assessing the effectiveness of your current data and replaces it with historical benchmarking. We regularly have the pleasure of telling our clients that their “free” data is good enough - once it has been optimized.

However, there are cases where specialized data can increase results and should be acquired. We can help by:

- Writing tight specifications for the required data
- Interfacing with the data providers/brokers
- Handling the mechanics of data receipt/merge
- Ensuring you abide by complex usage agreements
- Avoiding the worst mistakes

We never charge a mark up on the cost of the data itself. We would rather avoid this cost - and use the money saved to generate more leads. Depending on the complexity of the data acquisition, we may have to charge for our time.

