

# Data Enhancement

a business unit brochure



# Data Enhancement

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Marketers know the value of customer data for marketing, prospecting because its ability to connect with customer. B2Bdatapartners, leader in data enhancement services enable B2B organizations build quality data through automated and manual data enhancement process.

## Data Quality Research

It starts with maintaining master database of leading B2B contacts. Our internal team has analysts, data administrators, data specialists dedicated to building, segmenting and managing data. Our large master database includes data of top decision makers, C level title and influencers from over 45 industry verticals. Apart from basic information, we store insights on each segment, industry and other market information.

## Data Analysis

Our team of analysts is trained to inspect data, deliver insights, and find new trends with the data. We have the experience from the assessment of data from hundreds of organizations and drive deep into turning raw data into actionable insights

## Knowing the customer

CMOs are acknowledging—and embracing—the need to keep data fresh, relevant and valid. Simply by using quality business information, businesses are able to understand clients better and service those using insights and deeper perspectives

Capitalizing on Customer Data  
Adding Value through Quality Data  
Gain higher Response Rate  
Big Blue's "smart" data enhancement approach

**41%** of marketers lack marketing reach  
and alignment due to bad data.

# Reporting

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Our teams provide customers with users fast response and data quality key indicators that can be used to improve and monitor data. Apart from this our reports will give instant snapshot on data changes and give points to change strategic planning.

## Enhance your data

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Improve data quality by evaluating all aspects of your customer database

### This is what we do:

We evaluate the quality of your customer contact information and match it with our data. We update fresh, deliverable contact information by adding details such as phone number, email address, direct mailing address, other business data like, revenue, SIC code, location, and specific data. With this additional information, you can use it reach customers through myriad communication channels.

## Business Data Enhancements

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- Email Append Services
- Business Data appending service
- Reverse Email Append Services
- Phone Append Services
- Reverse Phone Append Services

## Data Enhancement

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Customer data enhancement is vital for gaining competitive edge in your markets and form as the bedrock for building information about customers. Quality data from data enhancement plays an important role in a number of business processes:

- Customer communications
- Developing marketing campaigns
- Single view of customer
- Quality CRM data for business

B2Bdatapartnes combines one of the most comprehensive, automated and manual verification process to add quality data to any process.

- Accurate address verification, complete with geo coding
- Automate email address verification
- Manual verification to validate each record for accuracy
- Option to append data by batch process

## B2Bdatapartners

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B2Bdatapartners is a Growth Enablement Partner for Clients across 83 countries helping extend reach to over 36 million top global executives across the world.

B2Bdatapartners has transformed the way businesses work with cutting-edge data management technology, exhaustive data reach and digital marketing solutions. We pride ourselves on offering customized solutions based on the clients' requirements and business scope.

### Core Capabilities

- ▶ Data Solutions
- ▶ Data Management
- ▶ B2B API
- ▶ Resellers Partnership Program

### Contact Us

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#### B2Bdatapartners

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