



# Data Quality Process



# Data Quality

Every company has a database of hard earned prospects, collected after a lot of time and effort. There are prospects who never responded, some responded once and then stopped. With time, information has been added but old data has not been cleared. It is estimated that 37 per cent of an average sized business database will decay every year. Statistics like these are bound to leave you clueless and confused about data that is fresh and the data that is not.

**Over 80%**  
of organizations believe that inaccurate data costs them their earnings. In fact, **\$28m** is wasted each year as a result of mailing deceased individuals.

At B2Bdatapartners, the first thing we assure you is 100 percent accurate data. Since 2007, we have verified over 100 million records with our own custom built validation process. Every contact that is added to our database, information goes through stringent screening and verification measures. We have complex data algorithms, which check for

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|----------|----------------------|----------|---------------------------------|
| <b>1</b> | Duplicates           | <b>5</b> | Personal emails (Gmail, Yahoo!) |
| <b>2</b> | Incomplete records   | <b>6</b> | Generic emails (info@)          |
| <b>3</b> | Potential spam traps | <b>7</b> | Invalid phone number formats    |
| <b>4</b> | Bogus data           | <b>8</b> | Invalid postal addresses        |

## This is followed by a three step quality check:

### I. Phone Verification

We call up the contact on the number provided and check to see if it's really him/her.

### II. Email Verification

We check for bounces and whether the email id meets CAN-SPAM regulations

### III. Social Verification

We corroborate the company's affiliation with its social profiles

This process gives you nothing but perfect and relevant data to drive your marketing efforts. The pure data that emerges out of this exhaustive verification process is the complete and correct list of your contacts. Our validation process has impressed many companies and we have cleansed entire databases.

When you give your database for us to clean, we will do a complete quality inspection. The following details will be clearly mentioned for your scrutiny.

- ✓ **Spam** – All emails we consider as spam will be identified in a separate column
- ✓ **Bounce likely Emails** – Any email with high chances of bouncing are also separated
- ✓ **Non-reachable Phone numbers** – Our manual phone verification process gives only valid numbers
- ✓ **Non-unique records** – Records occurring in duplicate or triplicate will be marked for deletion and referenced to their original record
- ✓ **Final check pass/fail** – After the scrutiny is finished, the final list of complete records is distinctly identified

With B2Bdatapartners you will get clean, verified and updated data. When you sign up, you will also get a complimentary assessment that will inform you about the quality of data whether it is good or bad. A representative from B2Bdatapartners will discuss the results of your data examination and the steps that have to be taken.

Maintaining quality data is not a onetime task, rather it's an ongoing one, as data keeps decaying.

**Try Data Maintenance**  
from B2Bdatapartners?

### Contact Us

Call Toll Free: **800-382-4081**

Visit Us at:  
**[www.b2bdatapartners.com](http://www.b2bdatapartners.com)**



43 percent of all people that receive mail for a previous occupant feel the sending organization is impersonal and out of touch. Improving the integrity of consumer data by addressing individuals correctly, and identifying those that have moved house, died, or have indicated that they do not want to receive direct mail, can greatly reduce the risk of causing consumer annoyance and creating a negative brand image for an organization.



Organizations can **increase profitability** and return on marketing investment by using up to date contact information. Campaigns targeted to this group of customers are nearly **4 times more effective**.

B2Bdatapartners is a business cycle management company that specializes in a variety of **Data Solutions** to ensure you get maximum ROI from your marketing investment.