DEMANDBASE

Checklist: how clean is my data?

Check the data types that you currently feature and maintain in your B2B systems.
Here's the punchline: Demandbase Data Cloud does it all

Yes, we keep this first-party data clean so we can use it effectively!

☐ **CRM**: The data in our customer relationship management, like leads, opportunities, wins, and revenue, is squeaky clean.

☐ **MAP**: We leverage behaviors in our marketing automation platform like email opens and campaign responses.

☐ **Corporate email and calendar:** We have an automated way to capture useful insights like meetings, new contacts, and email addresses from our corporate email and calendar.

☐ **Website**: We have reliable and compliant systems to uncover anonymous visitors on our website.

☐ **Advertising**: We leverage metrics from our advertising, like impressions, clicks, and all sorts of top-of-funnel engagement markers.

Yes, we identify and maintain this third-party data to enrich our workflows!

☐ **Company information**: We maintain detailed firmographic information, including industry, revenue, employee count, location, and financials.

☐ **Hierarchy and grouping**: We maintain account hierarchies — to make sense of our accounts and territory assignments.

☐ **Contact data**: We know who the decision-makers are in our accounts.

☐ **Technographics**: We have extensive intel on the technologies our accounts own, even those that are hidden behind firewalls.

☐ **Connections**: We combine relationship networks that aggregate personal, social, professional, and alumni contacts, so our sales teams can better leverage those networks.

☐ **Intent data**: We know what our accounts are searching on the web, and we can identify new, best-fit accounts based on their anonymous searches.

☐ **Account identification**: We analyze traffic on our website and across the web to determine the accounts visiting web pages and to know whether we're showing them what they're looking for.

☐ **News and events**: We keep track of sales triggers like leadership changes and company expansions.

☐ **Social insights**: We keep track of conversations across social platforms and blog posts.

Craving more insights on how to keep your data squeaky clean?
Check out the Demandbase Data Cloud playbook