

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](#).