

# Reach the Companies & Contacts with Purchasing Power

Marketing and sales teams, today, rely on data. They use analytics to forecast and track performance. They require current, actionable company and contact data to find leads, target campaigns, prioritize and engage with prospects, and ultimately win deals.

If you're relying on the data in your CRM or Marketing Automation platform alone, you're wasting time chasing bad leads and missing key opportunities. B2B data decays at a rate of more than 5% per month or 70.3% per year, according to Biznology.\* And our clients tell us that as many as **85% of the leads they get are incomplete**. Not to mention that your reach is limited to the companies and contacts you already "know."

High performance companies work with data providers who deliver current external company and contact data into their CRM and Marketing Automation applications. The question is, how do you choose the right data provider?

## CHOOSE THE DATA PLATFORM YOU CAN TRUST

No data provider can promise you 100% accuracy. If they do, don't trust them. Given the rate of change in our business world, it's as impossible as trying to hold water in your hands.

So how do you choose a reliable data provider? You examine their methodologies, evaluate their accuracy, and expect technological leadership. Let's see how InsideView stacks up.

InsideView employs a [proprietary "MTV" methodology](#) to gather, analyze, and validate data.

**Multi-sourced.** We gather our data from multiple sources – more than 40,000 editorial, news, financial, and social sources – including world-class vendors such as Thomson-Reuters, CapIQ, and Equifax. Of equal importance, we employ multiple data creation and gathering methodologies, unlike a number of commercial data providers. This matters because each methodology has strengths and weaknesses. For example, crowd-sourcing produces a large volume of data, but the data tends to have a high percentage of duplicate and stale records.

## A History of Technology Leadership

InsideView started delivering intelligent B2B data nearly a decade ago. When others were relying on a single source of data, InsideView gathered data from multiple sources. While others relied on human editorial teams to validate data, we developed algorithms to validate data with human-like logic, at speeds humans could never touch.

Today, others talk about having thousands of sources and using triangulation. We were there years ago and we continue to lead the way with patents pending on several innovations.... while others work to catch up.

**Triangulated.** Triangulation is at the heart of InsideView's algorithmic technology, which also takes advantage of machine intelligence and text analysis to validate and make sense of conflicting structured and unstructured data. The essential premise of triangulation is that consensus among multiple sources is the best indicator of truth. The broader the agreement, and better the source, the more reliable the data. We pull data from thousands of sources, not simply to amass enormous amounts of data, but to triangulate each point to determine its validity and usefulness.

**Validated.** Triangulation is our primary means of validating data, as the most reliable way to automatically and continuously authenticate large volumes of data at scale. It's the reason our contact data is up to **20% more accurate** than that of other data providers. And it's how we make our data more intelligent. Then we go one step better, providing an easy mechanism for users to flag and correct inaccurate data points, which our editorial staff verifies before updating the official record.

**FIND THE COMPANIES YOU NEED, WITHOUT THE CLUTTER**

With InsideView, you won't get the world's largest database of companies – not even close. And that's intentional. Why? Because fewer than 10% of registered businesses worldwide have enough purchasing power to be relevant in most business-to-business commerce.

Traditional data vendors are focused on database size, because they are addressing a fundamentally different problem – credit risk, not sales productivity. They collect data on as many entities as possible to help identify the fictitious companies and legal “paper” entities that may be requesting credit. These are companies most B2B sales teams would never purposely target.

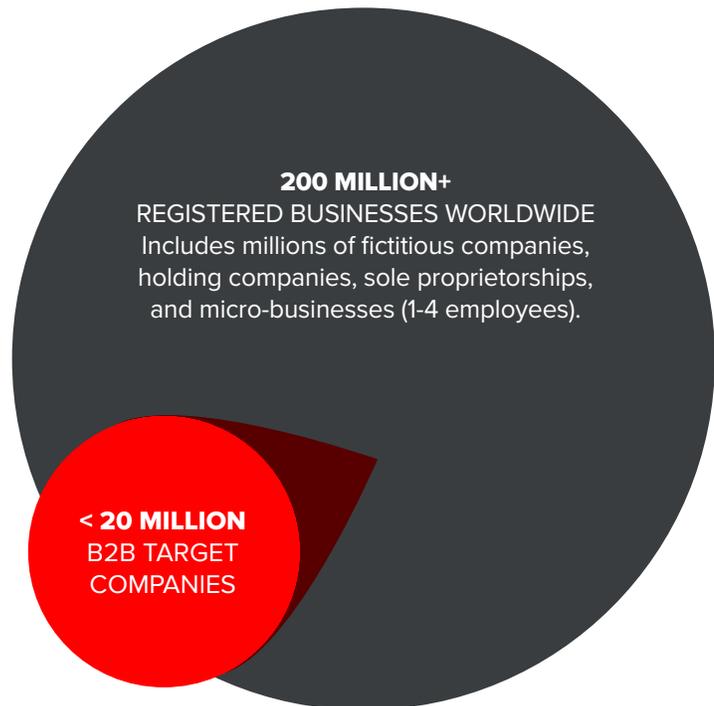
InsideView is focused on meaningful B2B targets, covering all publicly traded companies across the globe, regardless of size, and nearly all companies in the U.S. and Europe with 5 or more employees. In Asia Pacific, InsideView currently covers the top 271,410 companies. Private company coverage is more modest in the emerging markets of Latin America, Africa, and the Middle East, but as markets mature and reliable data become available, we continue to expand our data pool, so you can extend your reach, with confidence.

**GET TO DECISION-MAKERS FASTER**

We purposely focus our contact data on decision-makers and influencers. For some industries and market segments, that means we limit contact titles to director and above. For others, we may deliver lower level managers and supporting job titles known to be key influencers. The point is to provide you with the right contacts, while saving you from having to sift through lists of irrelevant names. Because wasted time means wasted opportunities.

**INCREASE PRODUCTIVITY THROUGH NOISE REDUCTION**

Traditional data providers who promise “the most records” want you to believe more is better. Yet such large databases include volumes of fictitious companies, duplicates, inactive records, micro-businesses with no buying power, low-level contacts, and, frankly, irrelevant records. Too many records decreases productivity, making it harder to find the businesses you want to do business with. InsideView is committed to reliability and relevance, only delivering active businesses and decision-makers with meaningful purchasing power.



**“BIG DATA” OR RELEVANT DATA?**  
InsideView Delivers Relevant Data.

\* Source: Biznology, [B2B data decay and list rental – buyer beware!](#), February 13, 2015.