



# The Value a Customer Database

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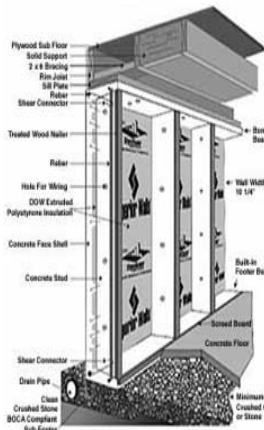
## The Foundation for B2B Lead Generation

### Common Situation

Most companies have the pieces of an internal customer database, but they are not connected. Pieces like Salesforce.com, Oracle databases, web registration, literature requests, customer/technical service call tracking databases, and more.

Without reliable internal customer data, some companies rent lists for lead generation campaigns. In addition to hard cost (\$0.10 to \$0.25 per name), rental lists have proven time and again to underperform in-house databases.

It can be difficult for marketing to generate qualified leads for the sales channel without reliable, internal customer data.



B2B Leaders recognize importance

Building and maintaining an in-house prospect file is one of the top initiatives for B2B marketers. Over forty percent of executives surveyed recognized it as important or very important.

Source: The Kern Organization – "2009 Direct Marketing Trend Survey"

### An Internal Customer Database

Allows a company to collect and maintain the data that directly supports their strategy

Improves results of direct marketing programs due to better targeting and segmentation

Enables return on investment (ROI) measurement for all marketing programs

Contributes to maximizing the value of past and future mergers and acquisitions

Creates a real corporate asset: The value of a qualified name ranges from \$50 (B2B average) to equal to a company's average order size (assume \$250 in the example below)

	# of names
100,000 - \$5M	to \$25M
500,000 - \$25M	to \$125M

## Three Keys to a Successful Database Building Project

1.

Enlist top-down support from sales, marketing and beyond by building a professional business case that shows real ROI.

2.

The business side (marketing/sales) should drive the project, with top-level IT support and staffing commitment.

3.

Develop a phased plan approach. This is a three to six month project when done successfully.

Foundation:

Database Building

Phased Plan Approach

### Planning:

- Assess current environment
- Identify desired state (gap analysis)
- Detailed project roadmap and action plan

### Development:

- Integrate what we have today – data feeds, system relationships, etc.
- Additional data sources/processes – public domain databases, production pipelines, directories
- Repository platform/software requirements

### Maintenance & Growth:

- System – on-going system interfaces
- Data/Processes – growth, updates, data hygiene
- ROI reporting and analysis
- Manage internally, externally or combination