

industry brief

Why You Don't Need a New Database

3 Ways to Make Existing Lists Work for You



By Waheed Bidiwale
Vice President of
Strategy
Verticurl

Your database is a valuable corporate asset, even if it's outdated, inaccurate, and incomplete. However imperfect, leveraging your existing lists is far preferable to starting from scratch: Buying a new database is expensive, and the fact is, good lists can't be bought. It is possible to take the list you have and make it measurably better.

Follow these three simple steps to make the database you have work for you:

1. **Clean.** Give your list a scrub. Replace dirty or absent data with fresh, correct information via outbound marketing programs, web research and content appends. Make filling in the gaps and data normalization a continuous process to keep the database current over time.
2. **Compile.** Add prioritization value to your records by analyzing lead rates against differentiating characteristics. Determine your most valuable segments, and develop buyer personas accordingly.
3. **Customize.** Apply your knowledge of each segment's buying behavior by mapping your messages (content, tone and images) to each persona to create meaningful communications, and maximize marketing performance.

There's a more effective alternative to throwing out every name in your list and starting over. The inherent value in your database can be enhanced through old-fashioned clean-up techniques, advanced principles of statistics, and modern marketing know-how. You save money and end up with a significantly higher-performing database faster by starting with what you already have.

To learn more about how you can enhance your existing database—and improve marketing performance, contact info@verticurl.com.



Now You Know

Business data tends to degrade at the rate of 3% to 6% per month

Bernice Grossman, DMRS Group

25% of marketers have developed buyer personas to improve content effectiveness •

Demand Gen Report: Blueprint Content Survey

Only 34.5% of content marketers have completed the following exercise to improve effectiveness: mapping content to buyer needs and stages

Demand Gen Report: Blueprint Content Survey

About Verticurl

Verticurl is a global demand generation agency who helps companies worldwide improve processes, drive leads and grow revenues. With extensive expertise in marketing automation, segmentation and analytics, campaign planning and management, our consultants work with clients to build strategic demand centers that drive growth.

Verticurl is owned by OgilvyOne, the customer engagement division of Ogilvy & Mather Group, and part of the WPP network. WPP is the world's largest communications services group, employing 165,000 people working in 3,000 offices in 110 countries.

