

HOW TO MEASURE THE SUCCESS OF YOUR B2B CONTACT DATABASE

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ROLE OF B2B CONTACT DATA

It is the backbone of your marketing strategy, linking you with decision-makers across industries and markets.

DATA ACCURACY AND CRM INTEGRATION

Maintain data accuracy with verified emails and contact details. Combine this with CRM integration for seamless sales pipeline tracking and data analysis.

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ACCOUNT-BASED MARKETING & MARKET SEGMENTATION

Monitor response and conversion rates from these personalized marketing strategies to gauge database effectiveness.

LEAD SCORING

Rank potential customers using lead scoring. A database that consistently churns out high-quality leads is a successful one.

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NICHE INDUSTRIES & GLOBAL BUSINESS EXPANSION

Your database should tap into niche markets and facilitate global expansion. Its ability to connect with unique demographics is a measure of its success.

CUSTOMIZING CONTACT LISTS

A successful database supports specialized outreach with curated lists, like email lists of small business owners or a California phone numbers list.

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FRESH, VALID CONTACTS

A thriving B2B contact database constantly refreshes itself with new emails and valid contacts, adapting to industry changes and market shifts.

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TO

**UNLEASH THE POWER OF B2B
DECISION MAKER DATA**