

**B2B's third way:**

**Overcoming the limitations**

**of third-party and owned data**

Selling to hyper-diverse small and medium enterprises requires fresh, accurate and proprietary data.  
But third-party vendor data has limits and most in-house data is deeply flawed.  
A new option changes the game.



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## MIND THE GAP

**No one disputes that B2B sales is much easier when you target the right buyers. But it's much more complicated than identifying buyers and getting their contact details: you also have to figure out what they're thinking so you can deliver relevant messages that attract their attention.**

Perhaps the most complicated part is knowing when to hit buyers – and then repeating this at scale.

The precision insight needed to correctly target buyers, needs and timing is nearly out of reach for small and medium customers. These buyers are incredibly varied and what they want is different. And with very short cycles from decision to purchase, getting the timing right is critical – they're looking for immediate gratification.

That means succeeding with these groups requires long-tail data. A lot of it.

The data that exists for small and medium businesses is limited to basics like demographics and contact information – and much of it is duplicative or outdated. This causes massive inefficiencies for B2B sales organizations and prevents them from achieving sales potential.

Scale is another barrier to sales: Enterprises can't expend too many resources on these smaller sales, so targeting, courting and nurturing these buyers has to be efficient.

Without accurate, current data – and a way to make sense of it – SDR and sales teams waste a lot of time on the wrong prospects, marketing wastes ad dollars, and companies miss too many opportunities.

Most sales organizations work through a suboptimal setup by developing an instinct for working around their data and process limitations. Sales driven by gut feelings is inefficient, but it doesn't stop a company from achieving some results in markets they understand well. But when organizations try to enter new markets – new regions, services, products, segments or verticals – they can't fall back on that instinct.

# THE LIMITATIONS OF THIRD-PARTY AND OWNED DATA

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## OWNED DATA

Many organizations understand the power of data and build big tech stacks to capture and use it. There are significant benefits to owning data: you can use it however and whenever you want, you can capture and process the exact signals and data you need for your business model – and importantly, your competitors can't access this data.

But there are limitations. Most companies invest heavily in technology but less so in the data itself. Their databases are often siloed, and there's little investment in deduplicating data and updating it for accuracy.

GDPR regulations – and new rules are being added regularly – also place strict limits on how companies can use data, effectively eroding progress they had made. Staying safe from significant penalties now requires robust end-to-end processes to ensure customer data is used in accordance with laws and customer agreements. It means companies must get serious about data integrity; for instance, if someone opts out of receiving emails, you need to ensure that applies across every department, team, system and data store with the capability to contact customers. Duplicated and siloed data makes that very tricky.

Finally, humans are error-prone and notoriously lazy when it comes to maintaining data quality. Salespeople should proactively update and enrich data at every opportunity – whether to correct errors they find or reflect a client conversation. But in reality, most organizations don't succeed in getting their salespeople to consistently do either.

## THIRD-PARTY DATA

Renting data from data brokers can help mitigate some of those problems. Reputable data vendors constantly refresh data and they generally excel in accuracy checking and deduplication.

But this model doesn't provide the data-driven advantage organizations seek. It's pay-for-play, limiting a company's ability to use it as often and in many ways as they want.

Also, competitors all have access to the same data, so you're trying to shout over each other in a noisy marketplace.

But the biggest concern is that the data is created for general use for a wide variety of organizations and needs. When you rely on third-party data, you're neglecting an opportunity to build a foundation that's exactly right for your business.

Between owning data of dubious quality and struggling to keep up with new regulations and the ceaseless churn of new martech, there's a third way ...

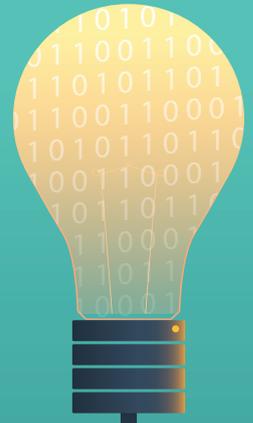
**Between owning data of dubious quality and struggling to keep up with new regulations and the ceaseless churn of new martech, there's a third way ...**

# A NEW IDEA: OWN THE DATA, NOT THE PROCESS

Owning your database gives you flexibility to use the data when and how you want it. With the automation of marketing execution for SEO, PPC and social ads, emails, and so on – you need data that you can use when and how you want it. For instance, you can market every week if there's a surge need or apply tighter segmentation for specific requirements.

But it's very hard for individual companies to develop the deep process expertise in harvesting and managing data. And with new tech solutions and data laws continually changing the landscape, it's hard to keep up.

But organizations don't have to choose between ownership and quality. Read about Webhelp's different approach in the next chapter.



# LEAD FACTORY

## A NEW PATH TO DATA FITNESS

Enterprises need process expertise and a commitment to continually refreshing data – but don't have to fully outsource it.

**Webhelp offers a different approach: companies can outsource data processes but not the data itself.**

Here's how it works: Drawing on experience creating and refining B2B sales lead and data processes for a spectrum of enterprises, our business analysts and engineers customize an analytical model for an organization to improve targeting, conversation and value. Because of our scale and process engineering expertise, we're constantly creating and refining practices – we have a baseline.

We design a process for collecting, processing and updating your data, and build a new tech stack or integrate ours with yours.

To generate quality leads, we use a combined approach of marketing automation and human-driven multichannel touches optimized to hit the right people at the right time with the right message, working across channels to ensure maximum impact. This approach allows companies to gain insight far beyond contact data: we enrich the data with weak signals such as hiring trends at specific companies, products and services offered, existing tech stack and new office openings. It adds up to meaningful insight that lets us score action priorities and lead quality.

Lead Factory continually optimizes the system with real-world feedback, including an important qualitative one: Was the sales team happy with it? The ultimate goal is to improve key performance indicators like sales performance and productivity.



### Case studies:

## Lead Factory in action

#### **A healthcare company wanted to make contact with professionals in Italy but had no database**

Instead of having their sales representatives manually building a contact list on their own, Lead Factory delivered the same data with a much higher ROI:

- Data delivered within 2 days instead of the 2.5 weeks it took their sales representative to collect 500 contacts
- Sales representative were able to focus on engaging with prospects on Day 1 of operations, rather than researching them

#### **A cloud computing organization wanted to benchmark their internal database**

Lead Factory delivered these results:

- 600 leads
- 10% email bounce rate vs. 70% for their own dataset
- 100% phone number accuracy and most calls reached a gatekeeper vs. mostly inactive lead contacts
- 42% increase in productive talk time

#### **A telecommunications company wanted to validate and enrich its customer data**

Lead Factory helped:

- Enrich 62% of leads with insights on industry and opening hours
- Enrich 30% of leads with an additional phone number
- Deprioritize 38% of leads to focus more on higher-value ones

# CONCLUSION

**Fresh, accurate data – and meaningful insight – is the only way to win today’s complex and buyer-driven B2B sales cycle. Especially for high-volume small and medium enterprise sales, it’s critical to find as many efficiencies as possible in gathering and making sense of data or the sales won’t be profitable.**

But very few – if any – organizations have mastered long-tail data processes. It’s incredibly challenging for companies to keep with new martech, evolving regulations and the volume of data growth. While many companies put together incredible tech stacks optimized for marketing automation and other efficiencies, they neglect what makes it all worthwhile: data quality.

And using third-party data doesn’t just limit how much you can use it, it constrains how suitable the data is for your selling context.

Webhelp designed its Lead Factory to let companies own their data while getting the benefit of deep expertise and continual optimization. Companies can outsource data processes and management while keeping the data.

Organizations can envision the possibilities of harvesting new data and squeezing every last drop of insight and use out of it. The gains will be enormous – not just for cutting into inefficiencies that erode profits, but as a springboard for pursuing new opportunities.

Want to find out more about how you could grow your sales effectiveness with Lead Factory?

**We should talk.**





**Webhelp designs, delivers, and optimizes  
unforgettable human experiences for today's digital  
world – creating game-changing customer journeys.**

From sales to service, content moderation to credit management, Webhelp is an end-to-end partner across all B2C and B2B customer journeys.

Its 100,000 passionate gamechangers across more than 55 countries thrive on making a difference for the world's most exciting brands.

Webhelp is currently owned by its management and Groupe Bruxelles Lambert (Euronext: GBLB), a leading global investment holding, as of November 2019.



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