

data  
axle



# Data partner match assessment

Find the 'one' the first time around



# Data quality

Bad CRM data is costing U.S. companies trillions of dollars every year. Investing in quality data is key to building a productive and happy salesforce, boosting marketing ROI and enabling big picture reporting and attribution. A good data partner will be able to help you achieve these goals.

Questions	Partner A	Partner B	Partner C	None
Does the partner combine their automated data verification processes with human verification to ensure the highest level of accuracy?				
Which partner(s) use(s) multiple sources and channels for data collection and verification rather than relying on just one or two?				
Which partner(s) is/are able to provide data updates at the frequency required to meet our company needs (hourly, daily, weekly, in real-time)?				
Which partner(s) regularly performs data audits to test the quality of their data?				
Which partner(s) has/have diverse data assets that can scale with our business and accommodate a shifting target audience?				
Which partner(s) has/have a high accuracy rate for the essential contact information we need to make meaningful contact with a prospect (e.g. mailing address, phone number, and website)?				
Which partner(s) is/are willing to provide a demo or free data test to assess the structure and quality of their data?				
When looking at sample data, preferably matched against our house file for easy validation, which partners have an 80% or above match and fill rate for the key data points we need?				
Which partners provide both manual and automatic options for refreshing and/or pulling data to give us greater flexibility and control?				
<b>Total</b>				





# Customer service & expertise

According to a survey by American Express 90% of consumers use customer service as a factor in deciding whether or not to do business with a company. It's crucial to select a partner who will be there for you and your staff when you need support.

Questions	Partner A	Partner B	Partner C	None
Which partner(s) will provide a dedicated point-of-contact for questions and support?				
Which partner(s) come/s across as knowledgeable of the challenges faced by businesses in your industry?				
Which partner(s) has/have an established reputation in the industry, backed by years of experience?				
Which partner(s) is/are willing to provide us with client recommendations or testimonials?				
Which partner(s) offer/s strategic consultation if we need more guidance on how to realize ROI?				
	<b>Total</b>			



# Pricing

Pricing is an important part of any new partner consideration. It's important to find a partner that will work with you.

Questions	Partner A	Partner B	Partner C	None
Which partner(s) is/are competitively priced?				
Which partners are able to be flexible with pricing to help us meet our budget?				
Which partners offer a free trial to help us assess if the product fits our needs?				
	<b>Total</b>			



## Results: Who's the 'one' data partner for you?

Categories	Partner A	Partner B	Partner C	None
Data quality				
Customer service & expertise				
Pricing				
<b>Final tally</b>				

Tally up how many times you answered in the affirmative for each partner to determine which partner you selected most satisfies the requirements defined in this questionnaire. If you answered "none" to any of the questions, go back to the data provider for clarification and redo the worksheet to get a better idea of which partner best meets your needs.

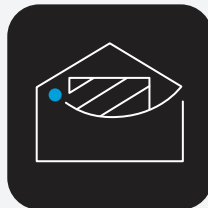
In the meantime, get in touch with us to schedule a complimentary data audit that will immediately help you identify gaps in your data, opportunities to fill them and effective strategies to keep data clean, well-managed and easily accessible.

## Contact us today to receive your FREE data audit



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