An Independent Study of DiscoverOrg Contact Data Accuracy

## By Steve W. Martin

Study Overview

I've had the privilege to consult with over one hundred and seventy-five technology companies as a sales trainer, sales enablement consultant, and win-loss study researcher. These companies range from start-ups to industry giants that provide cloud, software, hardware, security, consulting, and managed services solutions. Since my area of expertise is *Sales Linguistics* (the study of how customers use language during the complex decision-making process), I frequently help my clients create the marketing campaigns they use to penetrate new accounts. As a result, I'm asked which contact data provider is the most accurate and best to use.

As part of a recent client engagement, I conducted a study to determine DiscoverOrg's contact data accuracy. It's important to note that this was a completely independent study. DiscoverOrg had no foreknowledge that I was measuring their data accuracy and no influence over the sample data set I used. From a list of over ten thousand contacts, I randomly selected one hundred records and then personally researched each one. Since this data was to be used for new client outreach via email and social media, I was primarily concerned with the following areas:

1) Name accuracy – Was the contact's full name accurate, spelled correctly, and did it include an addressable nickname where applicable.

2) Company accuracy – Was the contact's company current.

3) Title accuracy – Was the person's title correct and did it specifically reflect their role in the organization.

4) LinkedIn URL accuracy – Was the person's LinkedIn URL provided and was it correct.

5) Seniority level accuracy – Was the seniority level designation accurate so that outreach campaigns could be targeted by hierarchical role within the company.

6) Email address accuracy – Was the email address valid and correct.

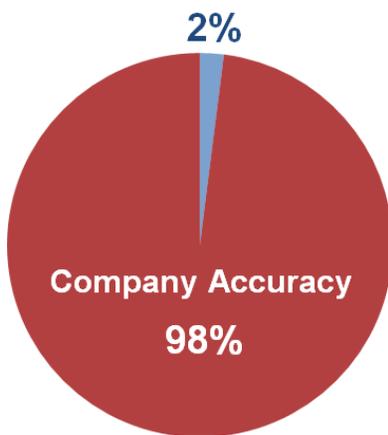7) Twitter handle identity accuracy – Was the person's twitter handle correct.

Study Results

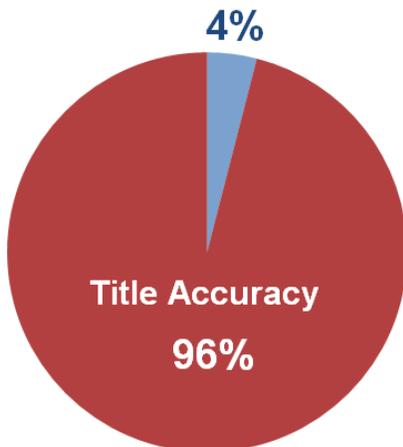**1%**
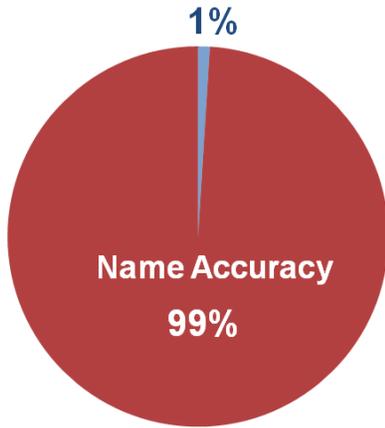
Name Accuracy
99%

Name Accuracy

Contact name accuracy was 99 percent. This accuracy was based validating the contact's full name, correct spelling, and addressable nicknames included (where applicable).
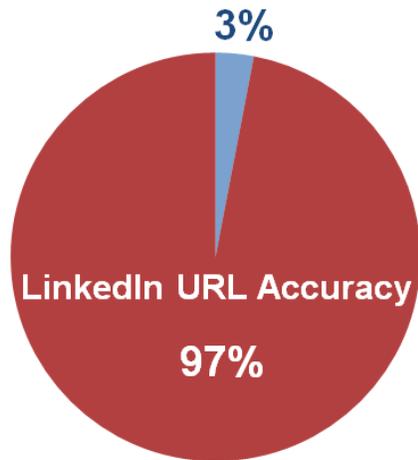
2%

Company Accuracy
98%

Company Accuracy

The contact company name accuracy was 98 percent.

4%

Title Accuracy
96%

Title Accuracy

The contact title accuracy was 96 percent.

LinkedIn URL Accuracy

3%

LinkedIn URL Accuracy

97%

The accuracy of the LinkedIn URLs provided with each contact record was 97 percent. In addition, there were three records without a LinkedIn URL and it was confirmed that these contacts do not have LinkedIn profiles.

Seniority Level Accuracy

Seniority Level Accuracy

100%
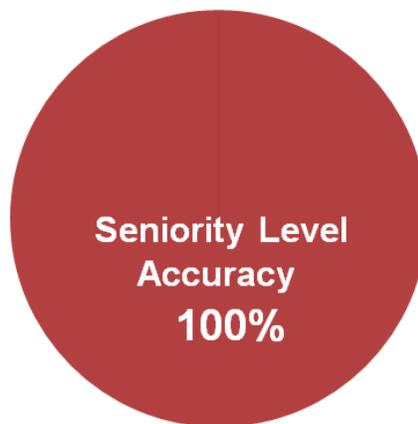
DiscoverOrg assigns a seniority level to each contact to group hierarchical roles such as "Vice President," "Director," and "Manager." This helpful classification allows you to organize marketing campaigns by scope of responsibility. The seniority level was 100 percent accurate.

3%

Email Address Accuracy

97%
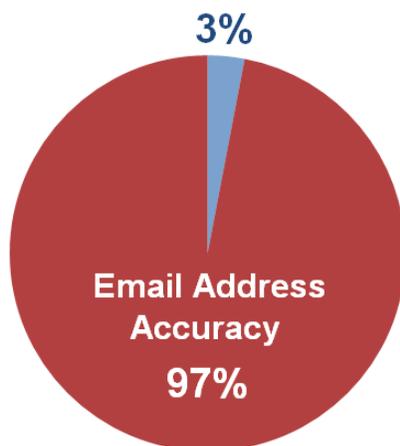
Email Address Accuracy

Emails were sent to the sample data set addresses and the accuracy level was 97 percent. Three percent of emails bounced back with an "unknown email address" or "no such recipient" errors.

Twitter Handle Accuracy

While only 10 percent of the contacts had a twitter handle, the accuracy level was 100 percent.

Twitter Handle Accuracy 100%

Final Thoughts

This study confirms what I have personally heard from a wide cross-section of the technology companies I work with. DiscoverOrg provides highly accurate contact data. In addition, this study was based on a small subset of the data that DiscoverOrg provides. Of primary importance to my clients are the detailed IT organization charts, the identification of the different technologies installed, recent trigger events such as personnel changes, and the direct phone numbers of contacts.

About Steve W. Martin

Steve Martin is a technology sales author, noted sales researcher and a frequent contributor to the Harvard Business Review. His latest book is titled *Heavy Hitter I.T. Sales Strategy: Competitive Insights from Interviews with 1,000+ Key Information Technology Decision Makers and Top Technology Salespeople*. Visit www.stevewmartin.com for more information.