



B2B Sales & Marketing - Key Data Challenges

There's no hiding the fact that **"DATA"** is the fuel for successful B2B sales and marketing. Every bit of data you have – on your customers & your prospects – must account for something fruitful.

Right?

But the stark reality is far from it. The truth is, not all data gets created equally. Not all data is as valuable as you think. And finally, if not acted upon promptly, the very thing "data" that we attributed for the success of all things B2B sales & marketing actually can be the biggest obstacle in the fruitful execution of them.

So, it's only fair to take a closer look at some of the key B2B Sales & Marketing challenges and address a few.

51% B2B Marketers Find "Integrating" Data Across Platforms a Challenge

It primarily could be attributed to "data duplication" due to data migration, third-party connectors, manual data entry, batch imports, or data exchanges. The easy way out of it is to invest in good Marketing Automation Systems and CRM. It not only will aid your efficiency but also will deliver excellent ROI in no time at all.



30% B2B Marketers Find "Data Quality" as their Biggest Challenge

Your data and data quality decays over time. No matter how well you manage it, there will always be some deterioration in the quality of your data. This is why it is strongly recommended to ensure that your data repository is in sync with other sources and systems. It will keep your database updated at all times and consequently prevent data decay, keeping your data quality up at all the time.



87% B2B Marketers Find Missing Key Objects their Most Significant Challenge

A database with vital information like company size, revenue, Etc. is not suitable for lead scoring, segmentation, and routing. This incomplete data could lead to you missing out on revenue-generating opportunities. You can partner with a seasoned B2B Data Solution provider to address any such shortcomings.



60% B2B Marketers Rate their Database Health as "Unreliable"

An outdated database can do more harm than good for any business at any point. This is why only a measly 16% of B2B managers rely on their data quality for essential business decisions. The simple solution to this could be to keep your database updated but depending upon your database's type & content; you might need a tailored solution. Contact us for a free data audit.



SOURCES

- <https://www.dnb.com/content/dam/english/dnb-solutions/sales-and-marketing/the-b2b-data-marketing-report.pdf>
- <https://www.siriusedecisions.com/research-articles/t/theimpactofbaddataondemandunitmanagement>

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