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How to Test Your List Provider's Data

By Dan Wagner • August 5, 2022

Launching an email marketing campaign without first testing your list provider's data is risky. So before hitting the launch button, you'll need to make sure your list provider's data has:

- Accurate email addresses
- Timely, up-to-date information
- Valuable information for key contacts
- No red flags signifying missing or incorrect data

Now that you know what your list provider's data offers, it's time to test their data.

Testing will uncover weak areas in your list provider's data and help you decide if it's time to switch data providers, modify your marketing campaign, or do both.

Think of testing as the fork in the road that leads to success or failure. By gaining valuable insights on your list provider's data, you can prove that your company is getting a good ROI.

Simply put, testing your list provider's data is the best way to reach people with purchasing power, grow revenue, and help your company survive and thrive.

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Step-by-step guide to testing your list provider's data

According to Power Almanac's Chief Product Officer, Kavish Kasbekar, there are nine steps to follow when testing your list provider's data.

Step 1: Gather the data lists you want to test. These can be the lists you're currently using, or a sample list you downloaded from a data provider you're thinking of using.

Step 2: Make a quick visual scan to verify that the list has all the hoped for data such as personal email addresses and job titles. This is often referred to as an *Eyeball Test*.

Step 3: Check the account structure by importing the data list into your CRM. Compatible lists should map well and easily populate with Salesforce and other popular CRMs.

Step 4: Calculate the percentage of records that have an email address and phone number. Remember, though that this information isn't always available.

Step 5: Calculate the email bounce rate by running a test campaign through your CRM. A deliverable rate of 97% or better is ideal.

The presence of soft-bounce, non-deliverable emails is to be expected, and are usually the result of service provider refusals—not bad data.

You can reduce soft-bounce emails by sending engaging content, managing your seller reputation, and following emailing best practices.

Step 6: Decide if you're satisfied with your list provider's data. Does it meet your needs? Is the data better than that of your current or previous provider?

Step 7: Ask your data list provider about their updating process.

- Will you be notified if there's been an update?
- How will you know if any information has been changed?
- Is it easy to apply the updates to your CRM?

Step 8: Find out if your data list provider offers role intelligence. This feature offers insight into what each contact's role is, and can help you identify key decision makers.

List providers describe role intelligence as job title fluidity. For example, the Head of HR could also be called HR Director, Chief-of-Staff, HR Coordinator, or Personnel Director.

Step 9: Make sure you're getting broader data breadth with information that can lead your company to increased revenue generation.

In the case of B2G data lists, knowing specific fiscal year cycles will help you reach contacts looking to spend their remaining yearly funds.

Another example of valuable B2G information is when local elections are scheduled. This knowledge helps you send emails to those who won the election.

The silver lining behind testing your list provider's data

In short, this step-by-step list provider testing process will help ensure that you uncover new ways to leverage list data so that your email campaign reaches the right people—and grows revenue.

Looking for a silver lining to the process? Inviting fellow stakeholders to brainstorm ways to improve data usage is a great way to reinvigorate your marketing efforts.

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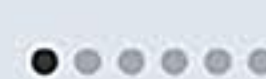September 27, 2021

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