CUSTOMER SUCCESS STORY:

Data Quality Face-Off: House Data vs. Oceanos Data
Challenge

Faced with the same inherent uncertainties surrounding contact data with which many of today's modern marketers struggle, our client set out to assess the quality of their house database and benchmark those results against a third-party data provider (Oceanos).
Solution

Oceanos constructed a custom database that aligned tightly to the client’s target account list and audience definition. Contact records were sourced from various third-party data providers and exposed to several Oceanos validation processes, including: email verification, lite-phone verification, and social media screening.

The client delivered the Oceanos data set to MECLABS, the world’s largest independent research lab focused exclusively on marketing and sales. They also provided MECLABS with contacts from the client’s house database that align to the audience definition. MECLABS then analyzed the data using the following four data points as their measurement barometer:

- Contact Name
- Job Title
- Phone Number
- Email Address

Results

Oceanos provided third-party contacts outperformed the client-provided contacts by 51% for outbound calling and 33% for email deliverability. Furthermore, 81% of the Oceanos-provided third-party names were verified as accurate compared to 56% within our client’s house data.

MECLABS Significant Findings:

- “We can say with a 95% level of confidence that the Oceanos list has the best name and phone number accuracy.”

- “Oceanos list has the highest accuracy and recommended for future list purchases.”

Let’s talk about how smarter data can lead to a better marketing automation system and more revenue for your organization. We’re here to help!

info@oceanosinc.com or 781-804-1010
Oceanos: Where Data Becomes Intelligence

Oceanos wraps advisory experts with technology to create a powerful value proposition. Technology is enabling us to capitalize on big data, including social and third party sources to discover, enrich and score data. We’re also integrating our solutions with leading marketing automation and sales platforms, so that you can access them in real time.

Our customer base includes companies of all sizes and from nearly every industry. Within these organizations, we’re helping our clients drive demand generation and sales to transform their pipeline and close deals. Utilize Oceanos for:

- **Cleanse and Append** – Cleanse your database of bad data, and append information to make the remaining records complete

- **Contact Gap Analysis** – Determine which contacts you have, and where Oceanos can supplement at each of your Target Accounts

- **Contact Discovery** – Strategically purchase contacts to fill your pipeline and meet your sales goals

Integrate with us!

Utilize the [Oceanos Cloud Portal](oceanoscloudportal.com) for Cleanse and Append. For users of Eloqua, Marketo and Excel.

Learn More

- Visit [oceanosinc.com](oceanosinc.com)