

# DATA QUALITY PROCESS

## Overview:

Data forms the back bone of the email marketing process. At BtoB Global our data hygiene process ensures that every contact in the list is verified, original, checked for duplicates and adds value to the email marketing campaign.

BtoB Global offers 100 % accurate and updated data. Our stringent validation process has verified around 100 million records since we started in 2007. We take extra care to look into each contact that has been added into the database. With complex algorithms, we scrub the data clean of:

- **Duplicates**
- **Incomplete records**
- **Potential spam traps**
- **Bogus data**
- **Personal emails (Gmail, Yahoo!)**
- **Generic emails (info@)**
- **Invalid phone number formats**
- **Invalid postal addresses**

## 3-Step Quality Check

This is followed by a three step quality check:

### I. Phone Verification

We verify each record by calling the contacts. We follow this up by adding additional info and deleting expired ones.

### II. Email Verification

We check for bounces and whether the email ID meets CAN-SPAM regulations. We verify by sending emails to prospects and remove the bounces

### III. Social Verification

We check the company's social reputation on various platforms like LinkedIn, Facebook etc.

Our data validation process will render fresh and updated data at reasonable cost. The contacts will be opt-in and contribute to your ROI in no time. Through our expertise in database maintenance and cleansing, we have catered to several clients from various industries across the globe.

## Performing 360° Inspection

We follow a 360° inspection for quality check on the data. While doing that, we meticulously check for:

**Spam** – We segment all spam emails separately so that they don't get mixed in the master database.

**Bounce-likely Emails** – We identify emails that contain unidentified characters, spam words etc. and separate them

**Non-reachable Phone numbers** – We weed out the invalid phone numbers and replace them with updated ones

**Non-unique records** – Duplicate records are checked for and cleansed immediately to avoid repetition

**Final check pass/fail** – After the final scrutiny, we do an overall check of the final database and collate it accordingly before delivering it.

With BtoB Global you will get clean, verified and updated data. On signing up with us, you will get a complimentary data check that will show you how good the quality of your database is.

Our data experts will get in touch with you to discuss the quality of your existing database and the future course of action that needs to be taken. BtoB Global will be in constant touch with you for ongoing improvement of your data, even when your campaign is on full steam.

Databases need to undergo regular maintenance procedures to stay updated. A well-managed database can help you acquire new clients, strengthen relationships with existing clients and save you from issues caused by regular data churn.