B2B Database Vendor Evaluation Guide

Why Read this Guide?

Data is the lifeline of any business today irrespective of the industry type, geography or structure. Discover how Lake B2B is helping B2B marketing professionals choose the right solutions for managing their database, and continues to be recognized as the industry leader globally.

Key Highlights:

- The Database Market is growing as marketers seek first party data to drive results.
- Customized Data, Data -Driven strategies, Data Volume and Quality are the key differentiators in the B2B data landscape.
- Lake B2B continues to lead the pack as the best B2B database service provider across the globe.

B2B Database Vendor Evaluation Overview

To understand and assess the core criterion required to evaluate the best database service providers for your business.

Evaluation Criteria:

The core clusters requisite for vendor evaluation are categorized under three high-level segments:
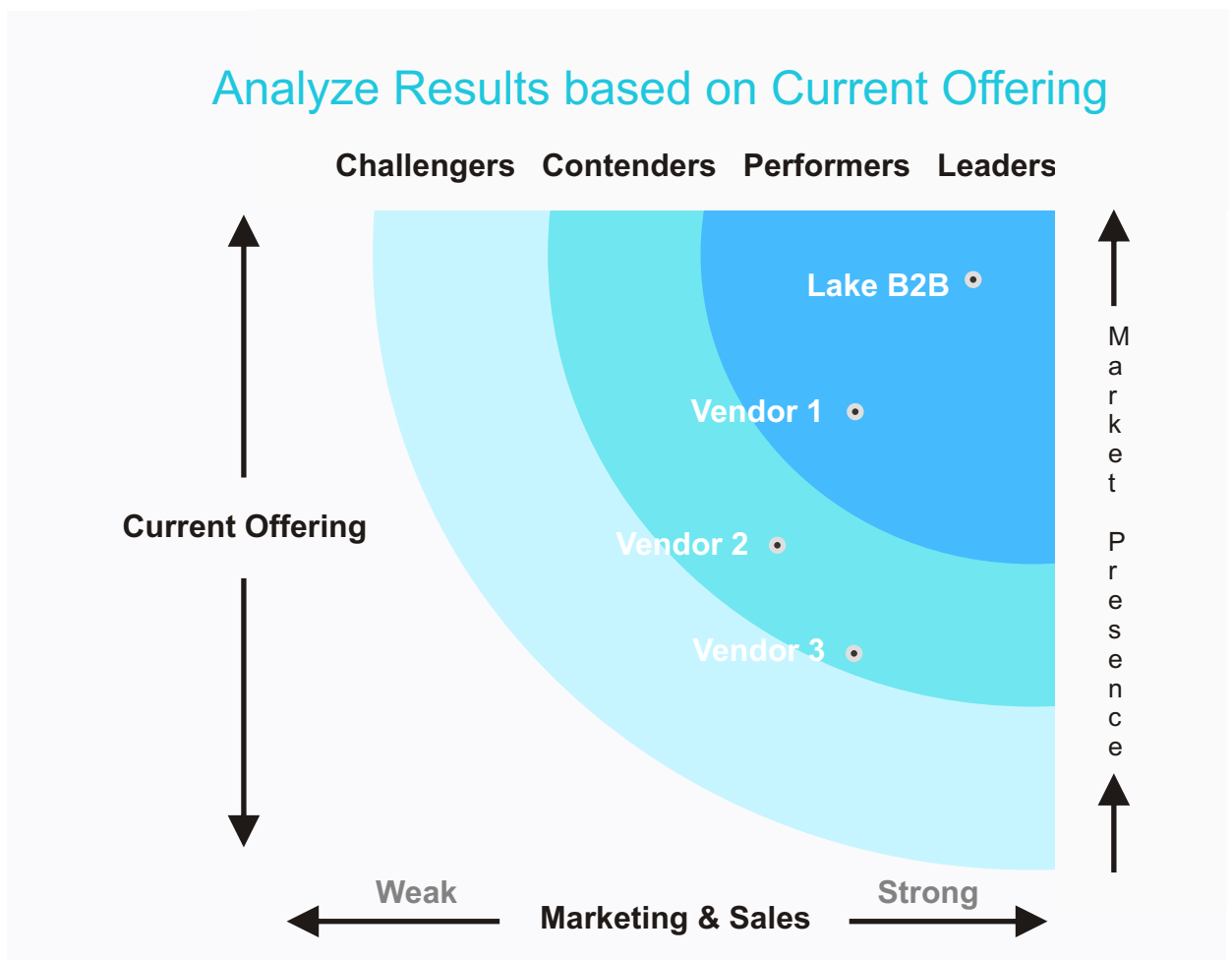
Current offering: This criterion helps to examine each vendor's solutions for data maintenance, management and enrichment.

Marketing & Sales: This criteria examines each vendor's ability to craft data driven marketing and sales services and gauge how well it aligns with the needs of marketers in current times.

Market presence: This segment assists in assessing each vendor's market presence and position as reflected by the size and retention rate of its client-base and the distribution of clients, and services worldwide.

The best database vendor can be screened based on the following criterion:

- A standalone DMP (Data Management Platform) offering
- Data management services and solutions
- Data driven marketing and sales
- Technology, Healthcare, Publishers and Advertisers as clients
- A minimum of 100 live clients
- Growth of at least 40 net new clients over the past 12 months

Analyze Results based on Current Offering

Challengers   Contenders   Performers   Leaders

Lake B2B

Vendor 1

Vendor 2

Vendor 3

Current Offering

Market Presence

Weak   **Marketing & Sales**   Strong

Map Vendor Rating according to Performance:

	Lake B2B	Vendor 1	Vendor 2	Vendor 3
Current Offering	4.8	4.2	3.01	2.66
Maintenance	4.77	4.17	2.61	1.32
Management	4.48	4.06	2.32	2.11
Services	5	3.57	2	1.03
Pricing	2.3	3.56	4.43	2.23

	Lake B2B	Vendor 1	Vendor 2	Vendor 3
Marketing & Sales Services	4.52	4.11	3.1	0
Lead Generation	5	2.61	2.06	0
Social Media Marketing	5	0	0	0
Digital Marketing	5	0	0	0
Market Research	4.68	0	0	0

	Lake B2B	Vendor 1	Vendor 2	Vendor 3
MarketPresence	4.65	3.23	3.12	1.36
Client Presence	3.5	2.36	2.31	0.52
Global Base	3	2.14	2.11	0.68

All scores can be graded on a scale of 0 (weak) to 5 (strong)

Plot the Weighted Average Score of Vendors

Lake B2B 4.8 4.52 4.65
Vendor 1 4.2 4.11 3.23
Vendor 2 3.01 3.1 3.12
Vendor 3 2.66 0 1.36

■ Current Offering ■ Marketing and Sales Services ■ Market Presence
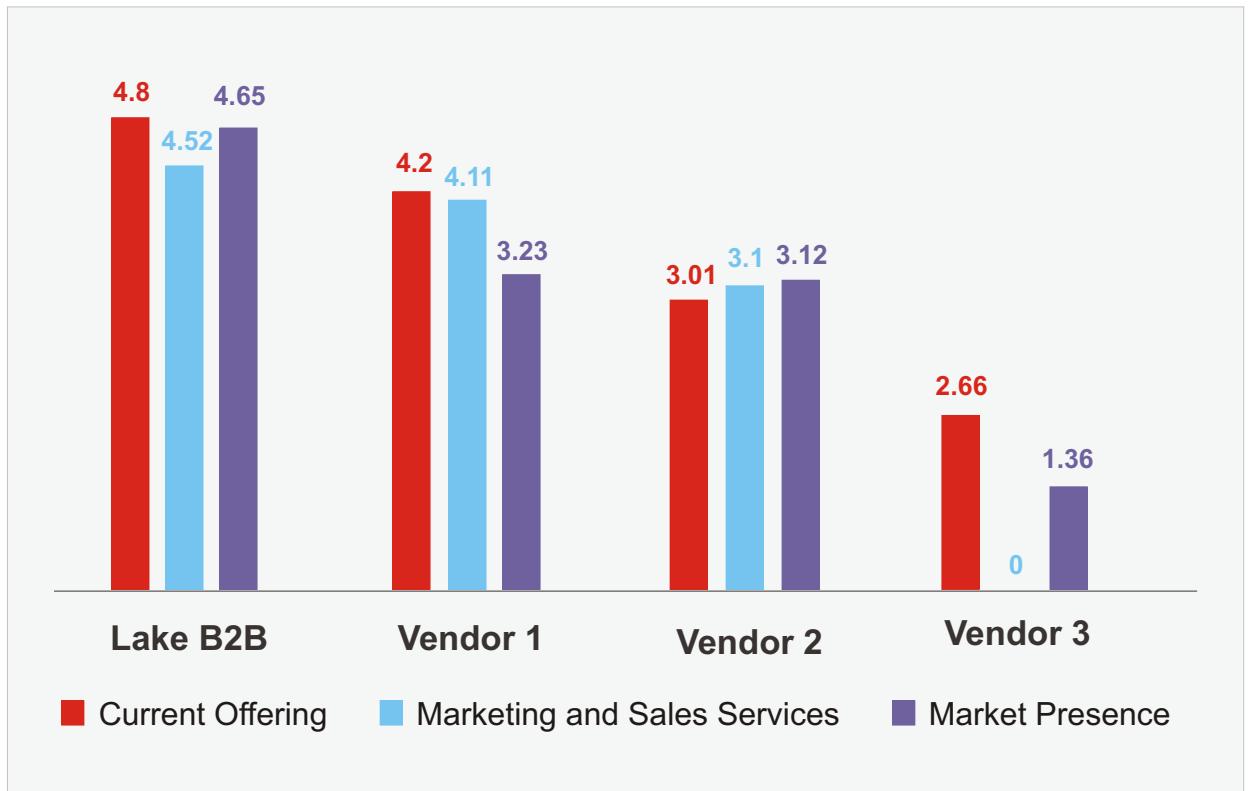
How to go about Evaluation:

Conduct a primary research to develop a list of vendors that meet the core criterion to be evaluated in this market. Develop the criterion after examining past research, client needs, assessments, and also make sure to include vendor and expert interviews.

Choose your sample size and narrow down your list of contenders. Screen these vendors based on product services and solutions and customer success. Eliminate vendors that have limited customer references and products that don't fit the scope of the evaluation.

Evaluate the vendors and their offerings against the set criteria, gather details of services, solutions, and products through a combination of lab evaluations, questionnaires, demos, and discussions with client references.

These default weightings are intended only as a starting point, and we encourage readers to adapt the weightings to fit their individual needs through relevant and authentic tools. The final scores will generate the top database vendor apt for your business based on the current offering, strategy, and global market presence.

THANK YOU

CONTACT DETAILS

1 Byram Brook Place,
Armonk, NY 10504

(800) 710-5516

info@lakeb2b.com

Lake B2B
ENABLING GROWTH