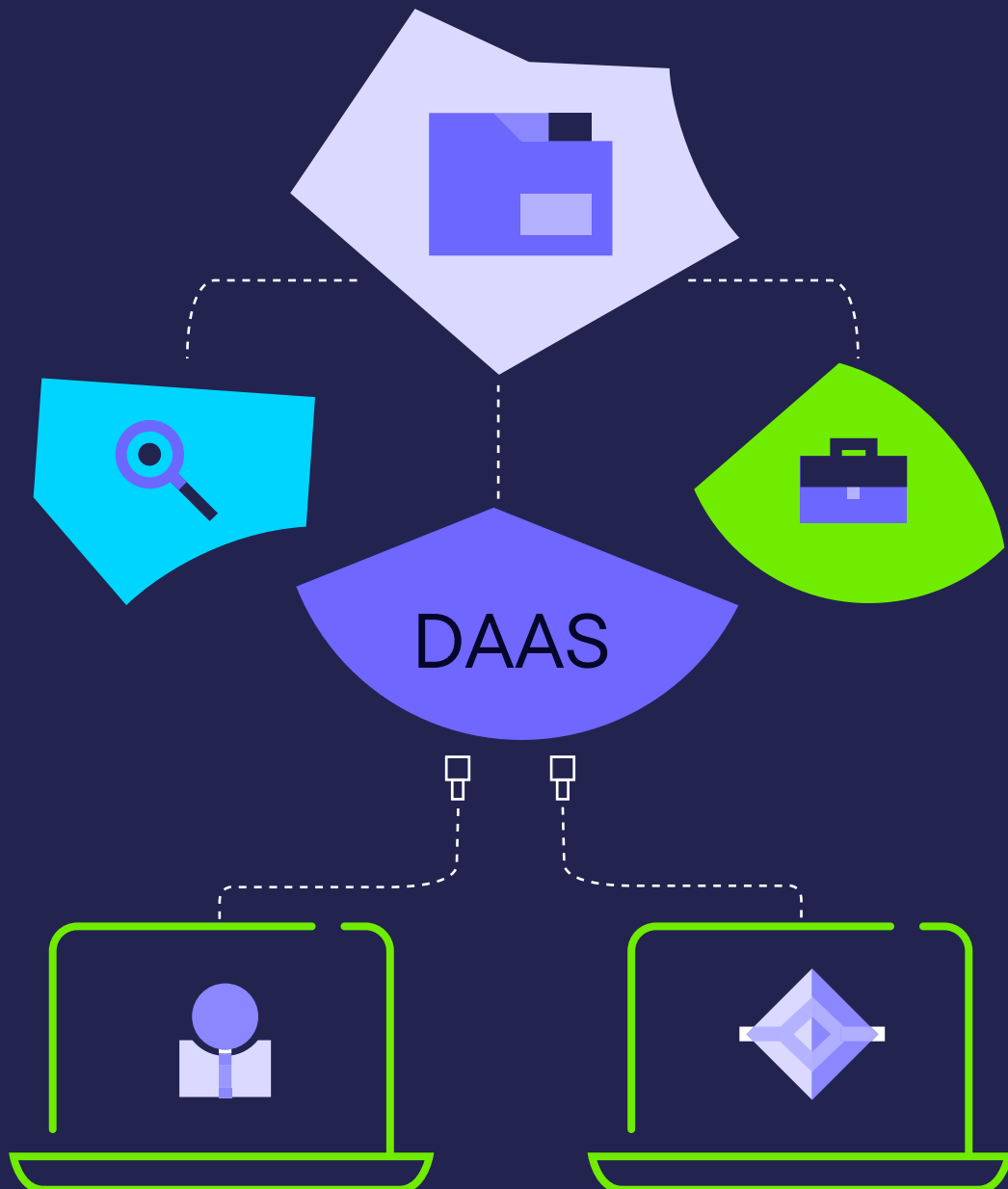


Making Data SAAS-y:

A tactical (not boring) guide to everything
B2B contact and account data



Content

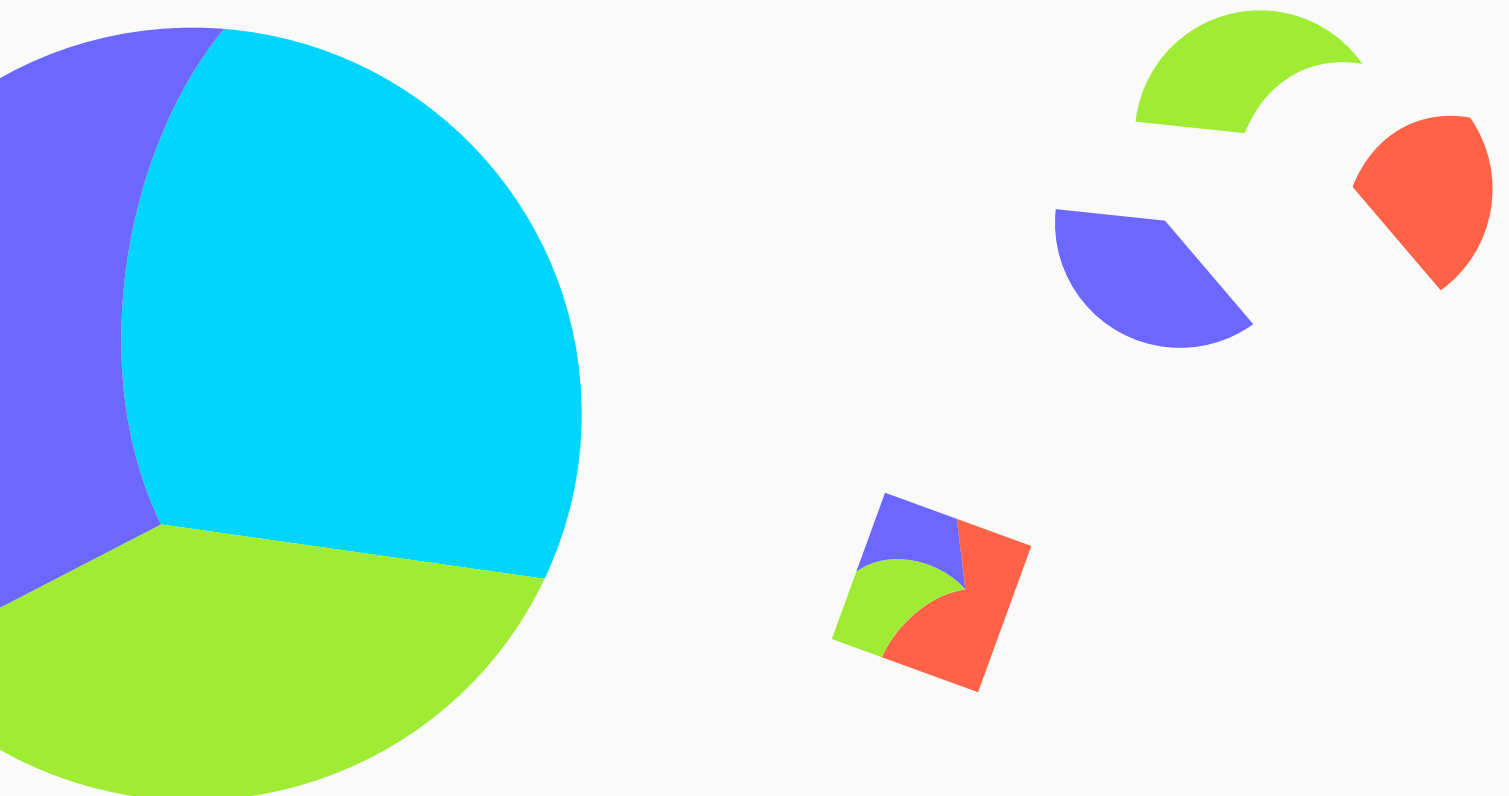
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Introduction to DaaS

Data as a service, or DaaS, is a process that delivers data into an organisation via the cloud, rather than a static system. DaaS covers data storage, processing, analytics and integration with other tools.

We'll look deeper at DaaS, including how to select the right DaaS provider, and the benefits it can bring to your sales and marketing teams, such as:

- How DaaS works
- DaaS Benefits for B2B companies
- Learning how sales and marketing teams use DaaS
- Choosing the right DaaS provider
- Getting started with DaaS



How does DaaS work?

DaaS or Data as a Service is a data management strategy that uses the cloud to deliver data, storage, integration, processing, and analytics through a network (internet) connection.

It's similar to Software as a Service or SaaS, where organisations run software tools over their network rather than inside static devices.

In the same way that SaaS removes the need to install and manage software on individual devices, DaaS outsources data storage, integration, and processing operations to the cloud.

Today, DaaS is practically as beneficial as SaaS, thanks to the evolution of many low-cost cloud storage and bandwidth solutions. Just like the SaaS model has taken over B2B software delivery, DaaS is doing the same for **B2B data**. Users love its ease, scalability and flexibility.



What are the benefits of DaaS for B2B companies?

There are several unique benefits to using DaaS as a B2B Company. Some of the top benefits include:



How do sales and marketing teams make use of DaaS?

We recognise that DaaS solutions can bring benefits to the entire organisation, but it's in the sales and marketing teams where DaaS can deliver the most significant advantages.

Better Data Accuracy

Did you know that data deteriorates quickly? If you store your data locally in a static solution, it could become obsolete. DaaS allows your data to be continuously updated, so you can be confident in its accuracy. Data as a service makes it easier to take a [data-driven approach with your marketing](#) – and when you do this, your sales and marketing become instantly more effective.

More Accurate Targeting

Your DaaS solution will enable your [B2B marketing](#) team to create accurate contact lists that match your ideal customer profile (ICP). By filtering your contact data by attributes such as job title, company size, industry and location, you can create narrowly targeted lists and target them with relevant content that will resonate.

Extra effective prospecting

When armed with accurate contact lists, your sales outreach becomes much more effective. Your salespeople won't waste their time trying to contact people who have long since moved roles or left the company. In the age of Account-Based Marketing (ABM), where sales and marketing teams work together to target multiple decision-makers in an organisation, accurate data is essential. You can't achieve optimal results without DaaS.

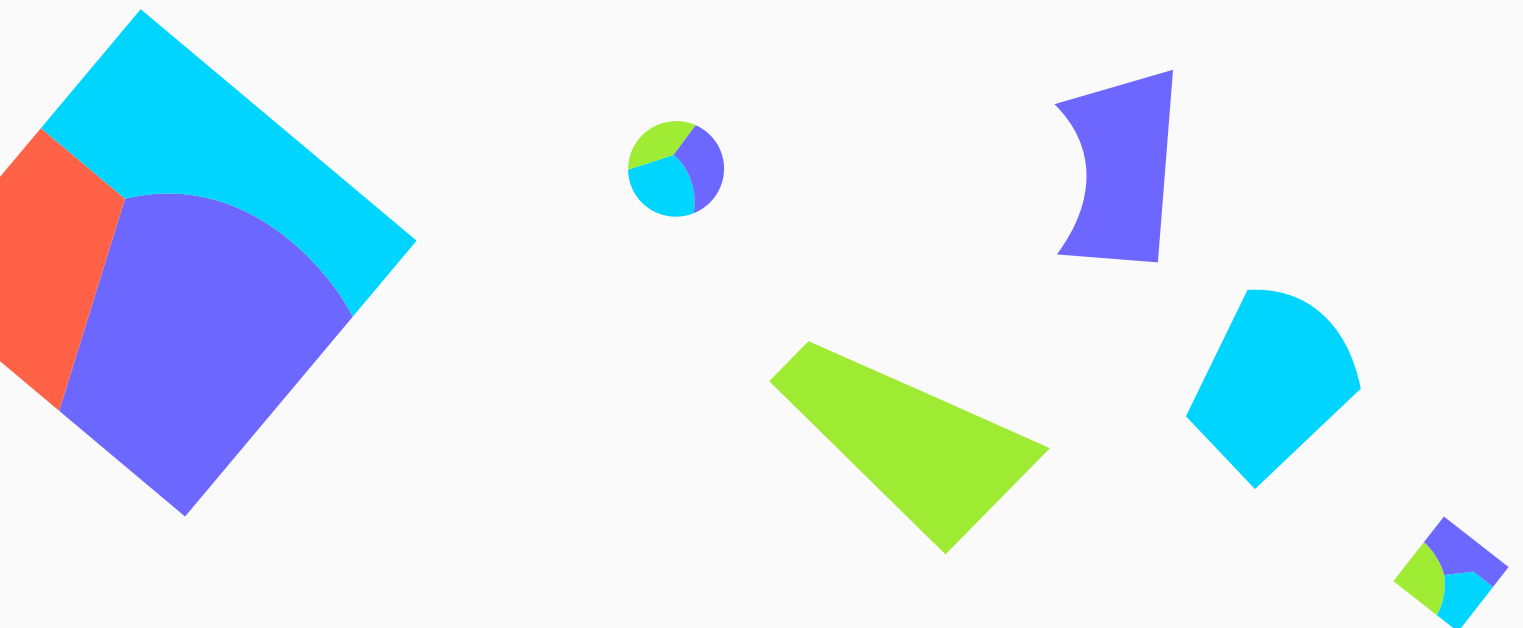
How to choose your DaaS provider

You now know that you need DaaS to achieve all the things that make up a modern sales and marketing function.

Aligning [B2B sales](#) and marketing teams, shortening the sales cycle, building a scalable and repeatable process – they all require high-quality, up-to-the-minute data. Only DaaS solutions give you the data you need to turbocharge your revenue generation.

But now, how do you go about choosing the right provider?

There are lots of providers out there that will tell you that their data and their solution is the best. How do you know who to select?



Here are four things to consider:

Quality

The most important thing to evaluate among DaaS providers is data quality.

- You need a provider that provides data that's accurate, continually refreshed and highly detailed. The best providers will go beyond just contact data, delivering:
 - Sales trigger information that tells you when a contact may be looking to buy.
 - Technographic data that tells you the technologies your prospects are using, so you can pitch people who are using similar solutions to yours.
 - **Intent data** that analyses web activity and shows you when your prospects are ready to make a purchase.

Track record

Who else does your provider work with? If they work with competitors or large blue-chip organisations, they could be a good choice for you.

Check software review sites such as [G2](#) to see what customers say about each provider.

Customer service

Choose a DaaS provider that will guide you on your data journey. Make sure they have an active CS team and a good onboarding process.

Compliance

Ensure your DaaS provider's data is compliant with the GDPR and any other relevant legislation. You should also check if they're registered with national and international regulators, such as the ICO.

How to get started with DaaS

After you've evaluated B2B DaaS suppliers and selected the right one for you, it's time to get started!

You may have existing data on your system that needs to be migrated to your new DaaS solution. Your provider will be able to assist you with this.

Next, train your team on how to use the new tool and get the most from it. Education is critical when implementing new DaaS solutions in a company.

Once you're up and running, start with the basics:

- Run a data audit and refresh the information that's captured in your CRM.
- Design some contact lists that match the personas your marketing team works with.
- Split your lists into smaller chunks and A/B test some cold outreach campaigns.
- Then you can get a bit more technical, such as setting up sales triggers or utilising intent data.

Cognism: the premium B2B data specialists

Cognism is the world's number one DaaS provider.

The 3 pillars of our data:

Coverage

Use Cognism to tap into local and global markets. We're known to have the best mobile coverage globally and the most complete data in Europe.

Correctness

We help you increase speed to connect and have more live conversations with 98% accurate, validated mobiles you can have full confidence in.

Compliance

Our database is notified and our mobiles are scrubbed against global do-not-call-lists so you can connect safely without the GDPR & CCPA compliance burden.

Want to find out more?
Book a quick call with us to start accelerating your growth.

[Book a quick call](#)

