

B2B Marketing CHEAT SHEETS

B2B Data Management



What It Is

- ✍ Market Data Management is information gathered from various channels about B2B customers.
- ✍ It helps in integrating, storing, organizing and interpreting data generated by businesses.
- ✍ It develops customer data structures, to facilitate marketers and managers, understand their target market better

What it is not

- ✍ Maintaining a data warehouse does not solve data management issues. A warehouse only integrates data from various sources or systems.
- ✍ It is not a data cleansing process done 'once in for all'
- ✍ It is not a task that requires minimal effort, time and resources.

Best Practices

Focus on 4 Key Areas:

1 Data Quality – maintain data integrity, accuracy and completeness with measurable standards.

Proposed Documentation

- ↳ Data Quality Strategy Plan
- ↳ Data Quality Implementation Plan
- ↳ Data Profiling Metrics

2 Data Architecture – establish an overall framework to align business services with strategic goals.

Proposed Documentation

- ↳ Data Architecture Roadmap
- ↳ Data Interface Model

3 Metadata Management – define how data is collected, stored and labeled to provide standardization of data inventory.

Proposed Documentation

- ↳ Metadata repository
- ↳ Data dictionary
- ↳ Conceptual model
- ↳ Business rules

4 Data Stewardship – provide business definition, direction and establish governance rules.

Proposed Documentation

- ↳ Domain owner matrix

Dictionary

Aggregate Data – summary of data sets into groups for research and analytical purposes.

Audit – independent examination of data to determine its compliance with specific requirements.

CRUD - Used to describe access rights for data. Create, Read, Update, Delete.

Customer Data Integration – is a process of integrating multiple repositories using a combination of technologies and services. It contains information about a company's customers.

Data Governance – determines how an organization makes data related decisions. The rules, decision rights and responsibilities of people related to information based decision making processes.

Data Mapping – is a process of assigning a source data element to a target element.

Master Data Management (MDM) – is a defined and structured approach to managing an organization's master data.

Metadata – is the information about a data element. Description of what the element stores, its type, its length and who the owner is.

Answer 4 questions to find out your Data Management Maturity level:

1 Strategic Involvement – How is data management perceived across the organization and what is the level of commitment from senior management?

2 Data Governance – What data standards, policies and governance rules are in place and what are the compliance levels?

3 Data Technology – What data tools and technologies exists at functional and enterprise level? Do technologies meet business requirements?

4 Performance Measurement – What performance management processes and reports are developed?



B2B Data Management begins with obtaining a segmented database.

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