

# B2B Marketing CHEAT SHEETS

## Data Verification



### What It Is

- Data verification is a process that ensures that data is correct and error free.
- Verification is conducted to ensure that data entered is true, correct, complete and accurate in comparison to the original data source.

### What it is not

- It is entirely factual and does not focus on the significance of the result. This is where data validation is important, which is a process that ensures data is logical and reasonable.
- It does not confirm the reliability of data; it confirms the correctness and completeness of the data record to the source.

### Best Practices

Verification is integral in maintaining data quality, accuracy, relevancy and currency. Data needs to be collected, compiled, organized and maintained in a way that it provides insightful information. To maintain data quality a simple method to begin with could be to:

**1 Formalize strategies** – Companies need to define their objectives to ensure data management is organized and databases built in direction with the company’s strategic goals.

**2 Fine tune processes** – To ensure strategies are implemented efficiently, processes need to be streamlined. Creating a map is a great of identifying different stages of the data cleansing process.

**3 Focus on data integrity** – Once data cleansing programs are in place, it is important to integrate clean data with existing databases. To avoid clutter and muddling of old data, with new data or bad data, it is important to ensure integration processes are tight.

**4 Formulate an ongoing data cleansing program** – Cleansing data once is not going to clean new data that pours in on a daily basis. An ongoing program needs to be formulated to maintain quality of new information being introduced.

Data managers popularly use the ‘1-10-100’ rule

\$1 to verify a contact as it is entered.

\$10 to clean existing data and manage duplicates.

\$100 per record to correct, if you do nothing to clean bad data.

### Dictionary

**Data Verification** – Serves as a quality tool in maintaining accuracy, relevancy, freshness and completeness.

**Data Validation** – Is a set of systematic processes, that ensure data values are logical and acceptable, based on criteria defined to make the data set usable for the purpose it was created.

**Database Management System (DBMS)** - Refers to a software system that enables maintenance of databases and management of systems and programs using the database.

#### Data Verification Methods

**Proof reading** - a manual check and comparison with the original document

**Double entry checks** - Are done to identify discrepancies in data records entered multiple times;

**Other methods** - Such as phone and email verification.

Most companies today use tele-dialers or ‘bots’ to verify contacts in a database. At Info CheckPoint, we have real verification specialists ensuring data quality through manual email and tele-verification of individual contacts.

*In this way data verification, your contacts, your results and your revenues are all real!*

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Utilize verified databases with Info CheckPoint

