



Selecting the Perfect Database

'THE ART OF' SERIES
PART 2

Selecting or building a B2B **Email list Database** is a decision, managers think twice before taking. An ideal database would be designed around B2B marketers' needs and how well data results will facilitate segmented and targeted communication. The objective while screening databases is to focus not only on quantity of contacts, on quality and accuracy of **business profiles** information as well.

SELECTING THE PERFECT DATABASE

NEED TO KNOW INFORMATION



A Perfect Database



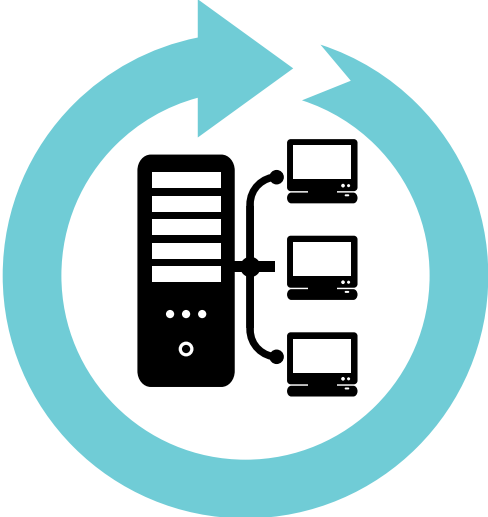
Database List Checklist



Targeted and Segmented Communication



Comprehensive Search Selection Interface



RELIABLE DATABASE DESIGN

“A.C.I.D.” COMPLIANCE

➔ ATOMICITY

➔ CONSISTENCY

➔ ISOLATION

➔ DURABILITY

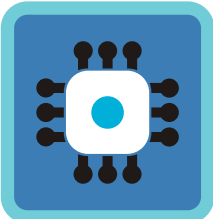
➔ Selection by Geography

➔ Selection by Industry

➔ Selection by SIC or NAICS Codes

➔ Selection by Company Size

➔ Selection by Titles



Designed around needs of B2B Marketers



Not just claims HAS quality and accurate data

Besides the basic criteria that should be considered while selecting a reliable database design, a step further would be identifying whether the Database Management System (DBMS) is “A.C.I.D.” Compliant.

- Atomicity - “all or nothing” rule the atomic nature of transactions in the DBMS must be maintained. If one part fails that whole transaction fails.
- Consistency - compliance with the database consistency rules. If a transaction violates the consistency rule, the whole database has to be rolled back and restored.
- Isolation - consecutive functioning of multiple transactions. Simultaneous execution of transactions should be possible without interfering with each other.
- Durability - safety of transactions and data in the database. Regular transaction logs and backups of the database should facilitate safety and restoration.

**Gain Info Insights into your database, our advantage
And your gain.**