



Consumer Data Study

Independent Data Quality Audit Again Confirms Infogroup’s Consumer Data Ranks High

Henry Ford once said “Quality means doing it right when no one is looking.” At Infogroup, we believe in quality. We source and compile the most accurate and actionable data that fuels effective multi-channel marketing initiatives spanning direct mail, telemarketing, email, and display advertising. And even though we do this when no one is looking, we want to make sure everyone can see. So, we sponsor independent audits not only to evaluate how we are doing, but also to determine where we can do better.

The most recent audit confirmed our strategy is on-track and we are delivering what we promise.

Methodology:

Infogroup commissioned The University of Nebraska – Omaha, College of Information Science & Technology (IS&T) to act as an independent agent to perform an in-depth and blind audit of the Infogroup Consumer Database and four other data providers - Acxiom, Epsilon, Experian, and KBM.

IS&T faculty refined the study methodology to ensure it provided equal and fair treatment to all five data providers. Their sampling strategy was reflective of the entire US population using a 95% confidence level and a low margin of error. They received more than one hundred thousand records from each provider for the audit.

To measure the accuracy of each company’s household demographics, the study used the “voice of the consumer” by conducting live telephone surveys with a representative sample. The final result was an accuracy ranking between 1 and 5, with 5 being the best. This enabled IS&T to group statistically similar results together and deliver findings that are valid at a 95% confidence level.

Key Findings:

Although the other data companies provided comparable quality on several of the elements being measured, there were significant statistical differences across Age, Marital Status, Length of Residence and Presence of Children. In an effort to provide our clients with complete transparency, the statistical quality ranking index for data accuracy is provided below.

Statistical Quality Ranking Matrix

Competitor	Gender	Age	Marital Status	Income	Presence of Children	Home Value	Dwelling Type	Own/ Rent	Length of Residence	Mail Delivery
A	4	2	3	4	4	5	5	5	3	5
B	5	5	4	5	5	4	5	5	5	5
C	5	3	3	4	5	5	5	5	5	5
D	5	4	4	5	3	5	5	5	4	5
E - Infogroup	5	4	5	5	4	5	5	5	5	5

Quality of each data element ranked from 1 to 5, with 5 being the highest quality and 1 being the lowest

Conclusions:

Infogroup continues to deliver high data quality and accuracy to our clients. Only Infogroup and one other provider scored 1st or 2nd in all categories. Not only does this study confirm our quality standards are on target, but it will also determine where we will focus our database improvements.

While the rankings indeed show variance between the major consumer data providers, there are additional factors to consider when choosing the right data partner:

- Do they have a consultative approach that keeps your marketing goals in mind?
- Do they present cost efficient offerings, given the relative data parity across the industry?
- What kind of customer service do they provide? Do they offer dedicated account teams for ongoing support or do they relegate you to a “help-desk” after the initial sale?
- Do they offer flexible and customized matching options based on your business rules or do they provide a one-size-fits-all approach?

Choose Infogroup. Proven data quality with service in mind.

About Infogroup

Infogroup is a big data, analytics and marketing services provider that delivers best in class data-driven customer-centric technology solutions. Our data and software-as-a-service (DaaS & SaaS) offerings help clients of all sizes, from small companies to FORTUNE 100™ enterprises, increase their sales and customer loyalty. Infogroup provides both digital and traditional marketing channel expertise that is enhanced by access to our proprietary data on 245MM individuals and 25MM businesses, which is distributed real-time to our clients.