Consumer Data from Infogroup Earns Top Rankings

Independent Data Quality Audit Confirms Infogroup's Consumer Data is Consistently Accurate

How can industry data providers issue quality studies where they each say their data is the best in the industry? Well, as Mark Twain once cited, "There are three kinds of lies: lies, damn lies, and statistics." In general, companies tend to work with raw data to present their results in the best possible light. Some of them eliminate lower performing data variables. Others create "balanced data scores" or "coverage by accuracy indices." This fosters the notion that "more data" is better than "more precise data" (i.e., quantity over quality).

At Infogroup, we believe in quality. Our strategy is to source and compile the most accurate and actionable data for our clients, accessible through a Data as a Service (DaaS) model. This enables effective multi-channel campaigns for both retention and acquisition marketing efforts - spanning direct mail, telemarketing, email, and display advertising. To this end, we sponsored an independent audit to determine where to make investments for incremental value-added improvements. The audit confirmed our strategy is on-track and the Infogroup Consumer Database delivers the most accurate data in the industry to our clients on a consistent basis.

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, Income, and Presence of Children. In an effort to provide our clients with complete transparency, the full statistical rankings for data accuracy are provided below (Figure 1).

Statistical Quality Ranking Matrix

Competitor	Number of Records	Age	Marital Status	Income	Presence of Children	Home Value	Dwelling Type	Own/Rent	Length of Residence
A	116,176	3	4	2	3	5	5	4	4
B	133,460	4	4	5	1	4	5	5	3
C	111,508	5	4	4	4	5	4	5	5
D	112,435	5	3	3	2	5	5	5	5
E - Infogroup	126,022	5	5	4	5	5	4	4	4

Figure 1: Statistical Quality Ranking of 5 indicates highest quality and 1 indicates lowest quality.

Conclusions:

Infogroup consistently delivers the highest quality and most accurate data, enhancing our clients' success in their targeted marketing campaigns and analytic programs. Only Infogroup and one other provider had all elements rank as either 1st or 2nd. Not only does this study confirm our data quality and efforts to date, it will also direct additional database investments to improve performance. This will ensure our clients ability to access and leverage the most accurate consumer data assets possible.

While the rankings indeed show variance between the major consumer data providers, there are additional factors to consider when choosing the right data partner. Some key buying criteria marketers can use when sourcing consumer data include:

- Does the data provider have a consultative approach and will they keep your marketing goals paramount to their revenue goals?

- Does the data provider have a multi-channel data solution set for BOTH retention and acquisition marketing campaigns, fueling direct mail, telemarketing, email, and display advertising?

- Does the data provider present cost efficient offerings, given the relative data parity across the industry?

- What kind of customer service model do they bring to your account? Do they offer dedicated account teams for on-going support or do they divert you to a "help-desk" after the initial sale?

- Does the data provider offer flexible and customized matching options based on your business rules or do they provide a one-size-fits-all approach?

- Does the data provider act as your partner – basing their success on your success?

We take pride in our customer-centric service model, the completeness and accuracy of our data assets, and the cost effective multi-channel solutions available for both retention and acquisition marketing campaigns. Our clients find that this combination drives the best overall experience and the best business results for their marketing programs.

If you haven't already considered partnering with Infogroup for your consumer data needs, you should! Call us at 866-872-1313 and let us partner with you to fuel your success or contact us here.

About

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps B2B and B2C companies increase sales and customer loyalty through analytically driven consumer and business data solutions. With decades of proven intelligent marketing experience, we build multichannel solutions that span direct mail, telemarketing, email, and display advertising. The solutions use contextually relevant information on approximately 235 million individuals and 24 million businesses. Relevant information, powered by flexible Data as a Service (DaaS) delivery systems, enable marketing professionals to reach and engage their most valuable audiences.

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