

The State of CRM Data for SaaS Companies

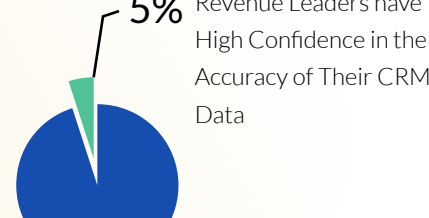
The good, bad, and the key to unlocking personalization

> Introduction

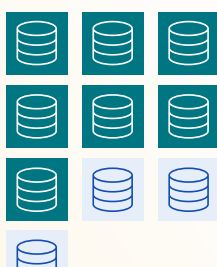
We wanted to know if revenue leaders from SaaS organizations felt confident in their ability to personalize their sales and marketing efforts. Here's what we uncovered, and keys to success from those that were most confident and ahead of the pack.

An overwhelming **95%** of revenue leaders don't have a high level of confidence in the accuracy of their CRM data.

Confidence Levels of the Revenue Teams in the Accuracy of CRM Data



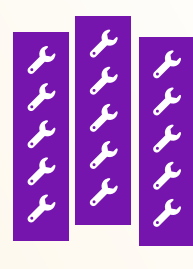
Revenue Teams that Use Data Providers to Enrich Their CRM



Even though **72%** are making investments in their data.

And filling their CRM with records.

On average, SaaS organizations have at least 250K records in their CRM.



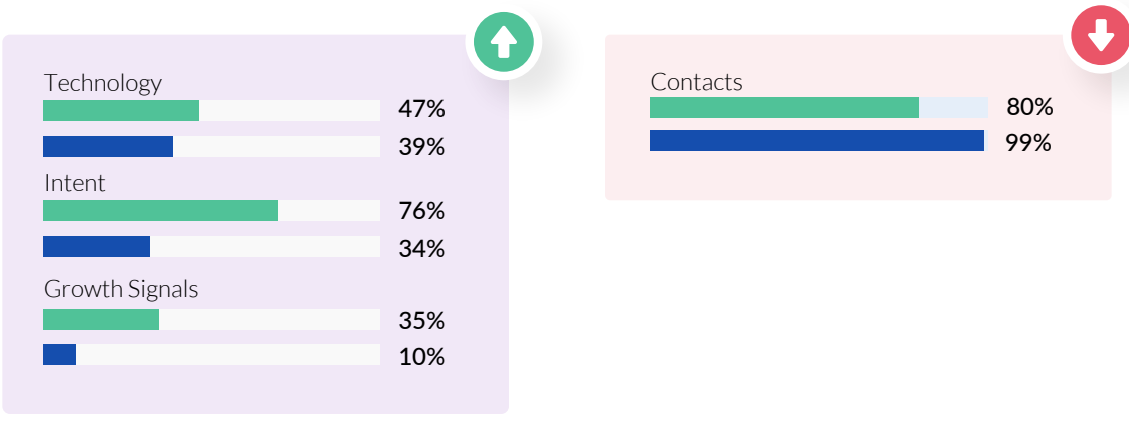
> Quantity Doesn't Always Mean Quality

When asked what types of data revenue leaders currently have against their target accounts, nearly all of them selected contacts. However, B2B buyers expect personalized experiences, which is shifting go-to-market strategies to take account-based marketing (ABM) approaches.

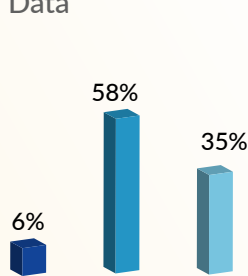
This shift requires deeper insights at the account level to understand the business need and intent. However, when asked what type of data they wish they had against their target accounts, the majority of respondents want data that informs a buyer's intent, projected growth, and technology use.

The majority are not able to access deeper insights.

What They Currently Have vs What They Wish They had

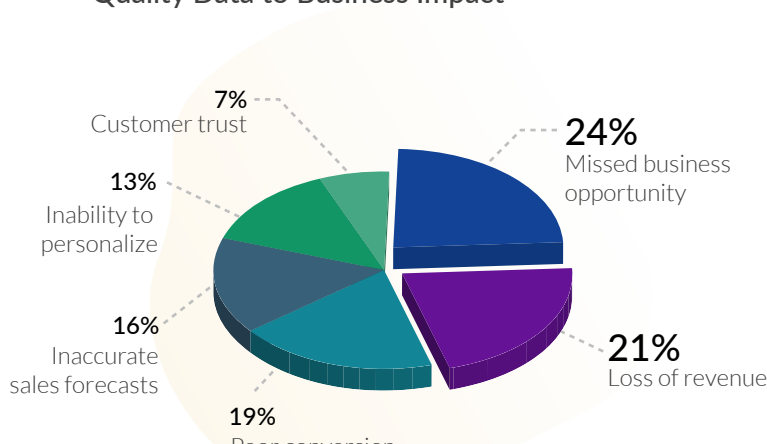


How Revenue Leaders Rate the Level of Personalization in Their Sales and Marketing Cadences Based on Their CRM Data



Making it difficult for teams to personalize their sales and marketing efforts.

Percentage of Revenue Leaders Who Relate Poor Quality Data to Business Impact



Directly impacting revenue.

> The Keys to Success

What can your team do to improve the quality of your data in order to influence more revenue? We analyzed those with a higher confidence in their data against those that don't, and discovered they have:

Deeper Insights

Leaders that were more confident in their ability to personalize also had more data variety, including insights on

- Intent
- Growth Signal
- Technology

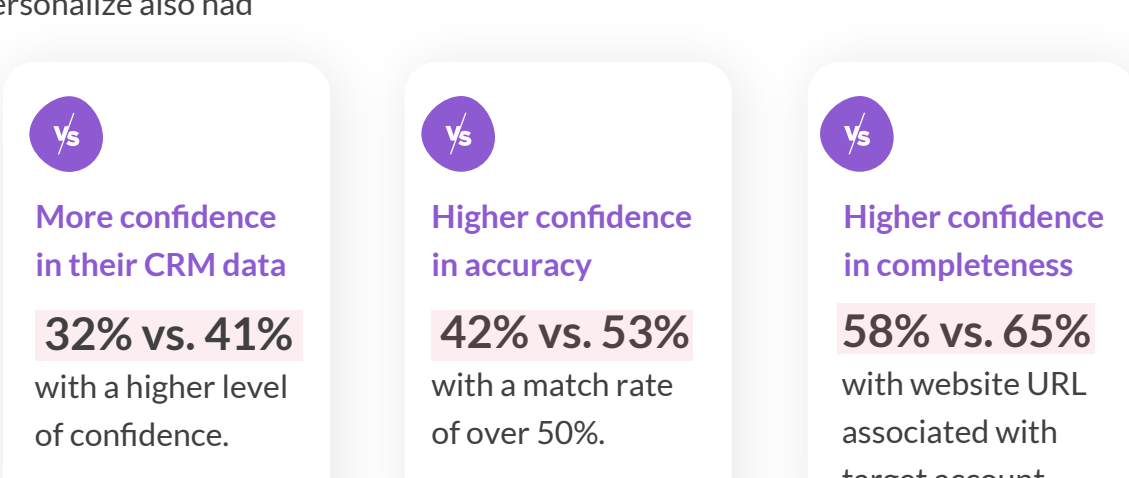
More Budget and Resources

The leaders that were more confident in their data

- Invested in more than 2 data providers
- Enriched their data more frequently than every month

Higher Confidence

With access to deeper insights and the right provider, leaders that have ability to personalize also had



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