

# A Marketer's Guide to Having Great Marketo Contact Data.

The easy way to verify every email, phone number,  
and postal address—right inside Marketo.

## Why Verify Inside Marketo.

Marketo helped marketers make a giant leap in their ability to get the most relevant message to the right prospect at exactly the right time. Before marketing automation, there was no way you could segment your customer base in such granular detail, automate your communications with them, or custom-build nurture flows that carry optimized messages for each prospect.

But there's a problem: many companies' Marketo systems are full of inaccurate, or outdated contact data. It's no fault of the marketing team. Sometimes customers just don't provide the right information or change details without notifying you. But it's this bad data that keeps businesses from engaging with their prospects. The pain is real:

### Bad emails

The most compelling copy (and A/B-tested subject lines) promoting your best offer won't ever reach your desired prospect. That means all those carefully designed email marketing campaigns fizzle right out.

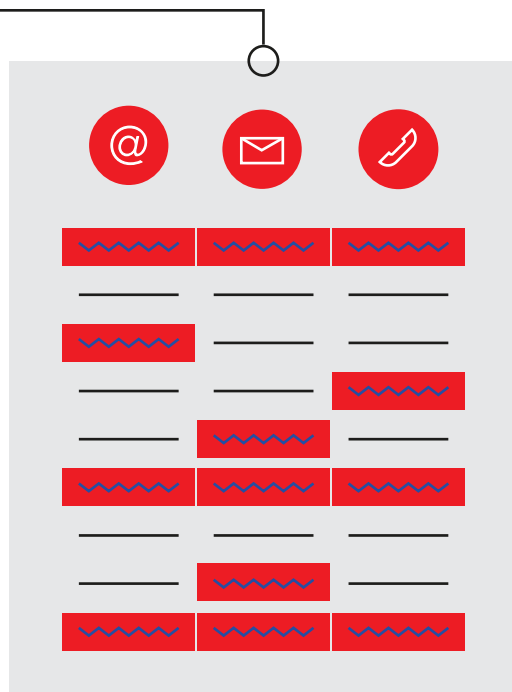
### Bad phone numbers

If outbound initiatives via phone or tele-prospecting are part of your marketing, bad phone numbers will result in lost time and little actual engagement with your prospects.

### Bad postal addresses

Your products, event invitations, direct mail, information packs, and personal notes will never reach your intended prospects. And you wouldn't be able to follow or nurture a lead if you don't know where he or she came from.

**These are real problems worth solving.**



## Step One

### Why Verify Inside Marketo.

#### How does bad data get in?

Bad data regularly finds its way into your system—usually in one of two ways:

- A prospect puts inaccurate data in an online form—deliberately or by accident.
- The data degrades over time because life—and contact data—goes on. People change numbers, move house, leave their jobs, get married, or sign up for a new email account. Businesses merge, open new offices, etc. Life moves forward but your database doesn't if you don't keep it up to date.

It's pretty straightforward: bad data is either already inaccurate when it comes in, or it goes stale over time.

If you want the most important data in your Marketo system to be as accurate as it can be, it's a no-brainer to do two simple things to all your contact data:

- Validate it immediately as it comes into your system—inside Marketo itself.
- Routinely clean it up to make sure your data remains fresh.

**We'll tell you how in this guide.**

#### The Impact of Bad Contact Data

Inaccurate data creates quantifiable waste. Here's where it hurts your business:

**Sales & marketing ROI**—The campaigns you fight so hard to fund don't pay off.

**Frustrated customers**—Your information, offers, and nurture flows never reach them.

**Reputation**—Bounced emails impact your sender reputation. (If you hit too many spam traps, your IP address could get blacklisted.)

**Accuracy of analytics**—you can't pinpoint which initiative works and which doesn't, leading you to draw the wrong conclusions.

## Step Two

### The Quick Fix: Contact Data Verification.



The simple fix for the contact data quality problem is a technology called **contact data verification** (or CDV). It checks:

**Emails**, to make sure it really is a functioning address.

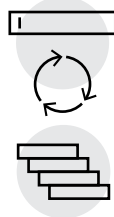


**Postal addresses**, by running the address and format against all the known addresses in over 240 countries and territories.



**Phone numbers**, by making sure they really are accurate telephone numbers.

**Contact data verification automates these tasks in two ways:**



**1. On entry**—validating in real time as the data makes its way into your system.

**2. In batch mode**—running regular data health checks and identifying bad data and cleaning it up.

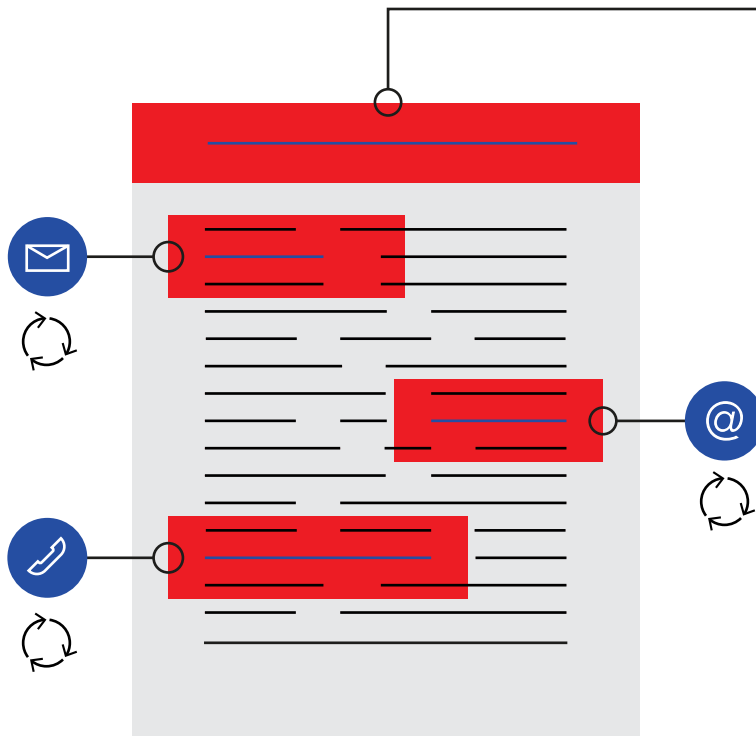
(We'll talk more about these two ways later.)

Those are the basics about contact data verification. We've written this guide to show you how easy it is to verify your contact data right in Marketo. While the rest of this guide isn't about choosing a contact data verification solution or vendor. It's about how and where you can deploy your contact data platform so it delivers the most value with the least hassle. For simplicity's sake, we're going to use Informatica Contact Data Verification solution as an example of how to deploy this technology.

**Ready? Let's go.**

## Step Two

### The Quick Fix: Contact Data Verification.



#### **Informatica Data as a Service: The Elevator Pitch**

We're Informatica and we make the world's most comprehensive and robust contact data verification toolset.

- Address verification (a.k.a. AddressDoctor) is the only service that combines postal certifications from all five global postal organizations in one engine. And does so for over 240 countries and territories.
- Email verification (a.k.a. Strikelron) doesn't use stale databases. Instead, it validates them quickly and accurately directly with the domain (or with proprietary algorithms if the domain is trickier) and ensures there aren't threats to your database.
- Phone number verification checks the validity of phone numbers from more than 240 countries and territories. It also tells you what time zone the phone number is in so you don't call your customers to tell them about your latest gadget at 3 in the morning.

Find out more by browsing our [product pages](#) or [getting in touch](#).

## Step Three

# How to Deploy CDV in Marketo.

### How do you get CDV?

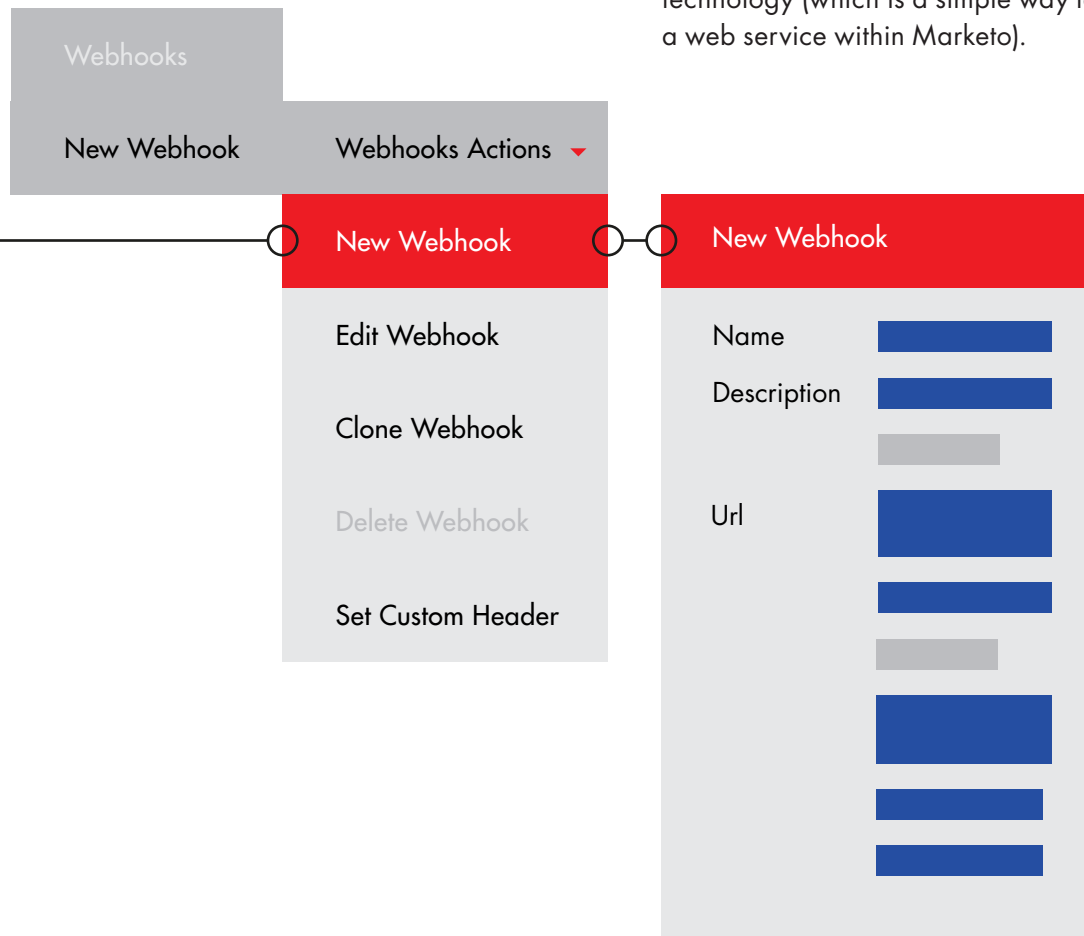
Marketo has very robust support for integrations, so it's really easy to bring Informatica contact data verification into your Marketo system. You do it using something called webhook technology (which is a simple way to call a web service within Marketo).

To set up the webhook for your Marketo instance, all you need to do is these three things:

- Call us up for a license key
- Sign up for a subscription
- Create a few Marketo fields

Then, just enter your license key and a few other details into the webhook form (we'll give you a how-to doc for that). You'll need to do it once for each service you want to call: postal address, email, and phone.

**And that's it. You're ready to go.**



## Step Three

# How to Deploy CDV in Marketo.

### How does it work?

Contact data—the good and the bad—usually finds its way into Marketo via a smart form (like the ones on download pages for eBooks and the like). CDV keeps your contact data clean in two crucial moments:

#### 1. When you first get it—validating on entry

When the Marketo form is filled out, you can configure it to trigger the webhook to run. You can then create a filter or chose an action within your smart campaign to handle the response being returned from the service. This means you can keep bad data from coming in.

#### 2. Before you use it—running batch cleanses

Your data needs to be most accurate at the moment you use it. So it makes sense to run the lot of it through CDV at certain points in time:

- **Just before you run a campaign**, to make it as successful as it can be. Data verification helps you optimize campaign measurability. It also minimizes bounces and sending to spam traps.
- **Before you feed the data into your CRM.** That way you're not handing poor data (read: useless leads) over to your sales team. They'll really, really appreciate that.

- **Periodically.** Batch cleanses are regular check-ups to identify and clean the records in your system that have gone stale. You can schedule batches to run in the background—as often as you want, really: quarterly, monthly, weekly, even nightly. When batch cleansing, the app marks your data as valid or invalid, and gives you a reason code.

Great. You're all set. We promise that's really all you need to do to sweep bad contact data out of your Marketo instance.

### Cool Stuff Beyond Email

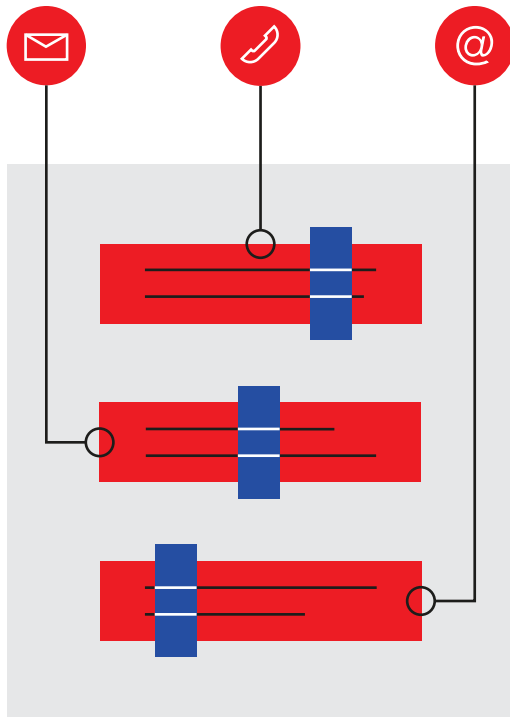
There are all sorts of non-email initiatives that businesses can use Marketo for. CDV helps minimize waste on such engagements. Two examples:

**SMS notifications:** Marketo supports push notifications on consumer phones. With CDV you can make sure that your SMS is actually going to a cell phone number and not a landline—a big campaign money saver. Look for a CDV package that lets you deliver your SMS through a Marketo webhook.

**Personalized direct mail:** The rise of digital has made printed material special again. Some companies have started doing direct mail again to get the right collateral to the right person at the right moment. Postal address validation ensures you send that expensive print stuff only to good addresses.

## Conclusion

### That Was Easy.



That's pretty much it: a simple journey to as-good-as-it-gets contact data in your Marketo instance. It will save you all kinds of time, money and pain down the road. Here's the logic:

**Contact data matters**—it's how you reach out to the most important people in the world: your customers and prospects.

**Contact data verification is a no-brainer**—it solves the problem for your email, postal, or phone contacts—or all three at once. It's accurate, easy, and doesn't cost very much.

**CDV for Marketo is easy**—just set up your webhooks and it's bye-bye bad contact data.

There aren't many business cases as short and sweet as that.

### **Want to see how it works in practice?**

Check out two of our customer stories:

Read how [GuideSpark](#) reduced its bounce rates from 20 percent to 2 percent with our email verification service.

Find out how [RingCentral](#) improved its sender score to 96, reducing risk to its business.



## Conclusion

### Before You Go.

#### We're here to help.

If you're still not sure, or would like best-practice advice on any aspect of contact data quality—call the Informatica [Data as a Service team](#). We're really, really good at this and we love helping.

#### Learn more.

Get our [data sheet](#) to learn more about Informatica Data as a Service for Marketo.

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## About Informatica.

Informatica helps marketers clean, secure, and connect their data to generate insight, deliver great customer experiences, accelerate revenue, and improve operations.

We do it with solutions ranging from data integration and data quality to master data management, contact data verification, and data preparation.

Are you ready to ensure your customer data is clean and accurate? So are we.

[Let's talk.](#)