

YOU NEED THESE DATA POINTS—TRUST US

Successful sales and marketing campaigns start with the right data.

The more you know about your prospect or customer, the more relevant the buying experience you can create. Simple steps like segmenting your data and employing dynamic content empowers you to break through the noise and reach your target audience. (**Just think:** The average person receives about 121 emails a day, if you're sending generic catch-all emails, you don't stand a chance!)

While every business segments their data differently—maybe you care about job title, gender, location, or even social affinity data—there are some proprietary attributes associated with people and companies that are critical to every business. For example, standard company attributes like business size (i.e. by number of employees or annual revenue), industry (i.e. technology vs. healthcare), company location, and technographics, all play tremendous roles in your ability to deliver relevant messaging that converts.

We've put together a list of key attributes for Leads, Contacts, and Accounts that we consider required for every database.

LEADS	CONTACTS	ACCOUNTS
Age	Age	Company Name
DOB	DOB	Parent Company
Job Title	Job Title	Child Companies
Department	Department	Website
Title Level	Title Level	Employees
Persona	Persona	Revenue
Email Personal	Email Personal	Expenses
Email Work	Email Work	Fortune Rank
Email Verification Details	Email Verification Details	HQ Address
Email Verification Status	Email Verification Status	HQ Phone
Gender	Gender	Industry
Language	Language	SIC
LinkedIn URL	LinkedIn URL	NAICS
Facebook URL	Facebook URL	Capital Raised
Twitter URL	Twitter URL	Competition
Instagram URL	Instagram URL	Primary Contact
Direct Dial	Direct Dial	Private/Public
Mobile	Mobile	Technographics
Work Address	Work Address	News
Home Address	Home Address	Intent
Social Affinity	Social Affinity	Number of Locations



Once you review the fields below, run RingLead Field Trip to gain insight into which of these critical fields have the lowest fill rates in your database.

Following your scan, set up the Field Trip Data Quality Score utilizing these fields so you can benchmark your fill rates moving forward. (Skip to 1:50)

Then, search The DataExchange to help find third-party data sources that will help you augment missing data. Equipped with thousands of attributes, hundreds of categories, and countless vendors, the DataExchange is your hub for transparent, flexible data buying that fits your unique business needs.

**LEARN MORE ABOUT THE BENEFITS OF USING THE DATAEXCHANGE
IN CONJUNCTION WITH THE RINGLEAD PLATFORM >**
