

Maximize the Value of Your Contact Data with Jigsaw Clean

The Power Of The Community

Jigsaw Clean is a subscription-based service that scans your CRM database to find, flag, and delete dead (no longer valid) and duplicate business records. Jigsaw Clean references more than 20 million complete business contacts from our online database that is maintained by a global community of more than 1,000,000 members. Jigsaw Clean continuously cleanses and enhances your data by appending outdated data that currently exists in your database and regularly adding new contacts. Every business record has a business email address and over 70% direct business phone numbers. Accuracy in this type of information is important if you want to see positive results in your campaigns.

Avoid Common Database Pitfalls

Your CRM database is only as effective as the records within them. Incomplete, duplicate, and dead data can have adverse effects on your campaigns. Unnecessary phone calls, undeliverable and bounce-back emails create wasted time, money and opportunities you can't afford to lose. Business professionals need 100% complete business records in order to launch effective campaigns. Ultimately, your team should be communicating with prospects and customers instead of digging through dead records or needlessly verifying thousand of contacts.

Maintaining the cleanliness and accuracy of your contact data can be an expensive and time-consuming process. It is crucial to understand that your results reflect the accuracy of the information in your CRM database. By identifying bad records in your database, you can save time, effort, and money.

The Math is simple. On average, Jigsaw discovers 20% dead records in our customer's data. If you factor in the average marketing costs of the following items, the savings will add up quickly:

- Average direct mail piece is estimated at \$1.01
- Average cost per call is estimated at \$3.29

What does this mean? For every 100,000 records matched by Jigsaw, the 20,000 records that are dead will immediately be identified and you will instantly save your company \$88,500. Multiply this by your entire database size and you can see how large the financial savings can potentially be.

Jigsaw Clean reduces high expenses by identifying and flagging dead records. Jigsaw Clean will also allow you to run multi-channel marketing campaigns by appending useful information to your contacts such as email address, direct dial phone and corporate address. While Jigsaw provides you with missing business email addresses and phone numbers, your staff can use these multiple modes of communication to increase their chances of successfully reaching people they need.

"It's amazing how often I talk to peers who aren't doing anything to enhance the quality of their data. I always tell them how easy it is to use Jigsaw Clean, what kinds of results we've gotten—and how it probably paid for itself in the first quarter."

—Elise Eidsness,
Interactive Marketing Manager, ISI



How Jigsaw Clean Works

Jigsaw Clean can increase the worth of your business contact data by periodically scanning & scrubbing your CRM database in just 3 easy steps:

- 1** Jigsaw Clean analyzes your data for quality, and identifies matchable records by name, job title, company, direct business phone number, or email address.
- 2** Jigsaw Clean compares and counts all matchable records to the Jigsaw database.
- 3** Jigsaw Clean appends incomplete records, flags dead or duplicate records, and then imports them back into your system.

¹ Court Cunningham, who oversees DoubleClick's DARTmail estimated the average direct mail piece at \$1.25, DMA estimates the cost to be anywhere from \$.75 to \$1.25.

² This is the best performer average for cost per call in the 2008 Direct Marketing Overview

* based on average customer experience

Case in Point: The Nuts and Bolts of Jigsaw Clean

During the cleansing process, Jigsaw Clean may enhance an incomplete business contact record by updating a job title, adding a current business address, and direct business phone number. Jigsaw will notify you if it finds a contact which matches a dead record. This way, you won't waste time trying to contact this person.

When Jigsaw finds duplicate records, it will keep the accurate record will eliminating the inaccurate ones. You will only keep the accurate record you need. Increase the Return on Your Database Investment with complete information, sales reps can segment and target their business contacts and penetrate their territories more quickly.

Jigsaw Clean provides sales and marketing managers a fast and accurate method of maintaining the accuracy of their business contacts. As it scans a database, Jigsaw Clean often uncovers "buried treasures"— sales and marketing leads that previously didn't contain enough information to be considered useful. By using this data in future campaigns, there is a possibility that you can reduce the need to purchase more contacts.

Add Clean Data to Your Budget

Jigsaw recommends that data be cleansed at least once per quarter. Since each company has their own data cleansing specifications, Jigsaw Clean offers a flexible pricing structure based on total number of records. Both yearly subscriptions and individual cleanings can be purchased.

To learn out more about Jigsaw Clean, contact Jigsaw at (877) 544-7299 or visit <http://enterprise.jigsaw.com>.

About Jigsaw

Since 2004, Jigsaw has uniquely leveraged user-generated content to become the premier provider of business contact information and data services. The vast Jigsaw community and more than 1,000 enterprises presently use Jigsaw's online directory to access millions of business contacts and company profiles. In addition to delivering low-cost and easy access to high-value business information for sales, marketing, recruiting and customer service, Jigsaw provides companies with cloud-based data acquisition and management services. Jigsaw is located in San Mateo, California and is funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners. To learn more about any Jigsaw solution, call Jigsaw at (877) 544-7299.

