



Buyer's Guide to Sales Intelligence Tools



An In-Depth Comparison of
Popular Prospecting Databases

MASS[®]
MAILER

Choosing the right resource for sales prospecting data can make a huge difference in your business. These tools provide more leads of a higher quality that are easier for you and your team to access - but lots of vendors don't provide objective data in their marketing materials, leading to a lack of credible information in the marketplace. Even worse, if you pick the wrong tool, it can lead to frustration, wasted time, and money spent in the wrong place. To help companies looking for a resource that will take their sales prospecting to the next level, we've researched several of the industry's top providers to see how they compare head-to-head.



Data.com is a product of Salesforce that was launched in 2011, after their purchase of the Jigsaw online business directory. It is marketed as both a data cleaning tool and prospecting database with contact info for over 40 million company profiles. Most of data.com's company information comes from Dun & Bradstreet; from there, the customer community appends information about individual contacts.

FEATURES:

- Schedule and execute data cleaning jobs that automatically verify and append the data in your CRM
- Prospect for new leads by accessing business contact records by regions, industries, job titles, functions and more
- Integrates with Salesforce CRM to allow users to add prospecting data directly into CRM records

PRICING:

\$25 / user / month for the cleaning tool (billed annually)
\$150 / user / month for the prospecting tool (billed annually)

PROS:

- Large database means a huge number of records to access
- Native integration with Salesforce makes it a good choice for companies already using the CRM
- Many large, enterprise-level companies means it is good for users targeting bigger organizations

CONS:

- Questionable data accuracy. Contact records are pulled from D&B, which is

known for outdated information, and crowdsourced, which means anyone can edit the database: garbage in = garbage out.

- Expensive. Data.com is one of the most expensive options on this list. If you want their cleaning tool and their prospecting tool, it will cost you \$175 / mo per user, and you must pay the annual price upfront.
- Lack of small businesses means it might not be the right tool for sales teams targeting small to mid-size companies

User rating: 3.75 out of 5 stars



Founded in 2000, **Zoominfo** is among the most well-known data providers in the industry. The company markets itself as a community and provides free (but limited) access to users who simply fill out their company information on the database. Zoominfo uses a variety of third-party sources and members of its community to provide contact data.

FEATURES:

- Prospecting data includes detailed information like social engagement, colleagues and employment history
- Cleaning tool that automatically identifies gaps in your customer and prospect base and lets you make bulk changes
- Allows you to organize customer info by target market or buyer personas, plus integrate marketing and sales goals into the same platform

PRICING:

Varies depending on your needs. Reported prices range from \$69.99 to \$150 per user per month.

PROS:

- Free access to a small portion of the database
- One of the most widely-used providers means they have been satisfying customers for many years
- Open API allows users to integrate Zoominfo with almost any other CRM or sales tool

CONS:

- Outdated records. Many users complain that some email addresses or company profiles are old and inaccurate
- Unclear pricing makes it difficult to get a sense of what your ROI will be, which is especially problematic when comparing different tools
- No monthly contracts means you have to pre-pay for the service in annual installments.

User rating: 4.2 out of 5 stars

MASS[®] MAILER

Launched by the **MassMailer** team after their success with the MassMailer email solution for Sales and Marketing to provide an answer to the dire need for correct customer and prospect data.

FEATURES:

- Search for new leads by industry, job title, department, geographic location and more
- Simple online interface that uses search boxes and dropdown menus to browse contact data
- Clean and append functionality that can automatically bulk-clean your existing records

PRICING:

\$99 per user per month for MassMailer Prospector
\$0 per user per month for MassMailer Clean

PROS:

- Self-reported titles mean contact information is very targeted – no “title buckets” are used.
- Highly accurate data verified with a unique algorithm based on social media
- Pricing designed for small to medium-sized business

CONS:

- Smaller, premium database means fewer listings than larger providers
- Less support access than other providers
- Newer provider with a less established customer base than other companies

User rating: 4.7 out of 5 stars



Hoover's was created as a database of companies and industries in 1990. In the years since, it has grown to become one of the most prominent providers of contact and company information. In 2003, the company was acquired by Dun & Bradstreet, and in 2012 it reported over \$118 million in revenue.

FEATURES:

- Multiple options ranging from basic subscriptions to customized, full-service marketing solutions
- Industry research reports that provide a broad picture of trends and relevant issues for each vertical
- Over 50 different search criteria for companies, industries and individuals

PRICING:

\$899 / year for single seat base level subscription; other products vary depending on use

PROS:

- One of the oldest, most well-established providers in the industry
- Corporate linkage allow users to see connections and subsidiaries of listed organizations
- Duns numbers are required for companies to be listed in the database

CONS:

- High and inflexible pricing, especially for small businesses; no option for monthly billing
- Outdated information reported to be old and inaccurate by multiple users
- No exact job titles means all contacts are grouped into pre-set options for titles

User rating: 2.6 out of 5 stars

The logo for Salesgenie features the word "salesgenie" in a lowercase, sans-serif font. The "s" is green, and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the "e".

Salesgenie began as a sales data and contact info provider and eventually expanded to offer a full range of marketing services. The company is a subsidiary of Infogroup, a collection of brands focused on providing sales and marketing data to all customers, from small businesses to Fortune 100 companies.

FEATURES:

- Proprietary Lead Manager tool makes it easy to collect and sort data
- Personalized sales consulting available from marketing specialists
- Free trial membership and complimentary leads available to new users

PRICING:

No published pricing plans. Third-party data shows a range of \$75 to \$300 per month

PROS:

- Database of over 10 million companies that includes most businesses in the U.S.
- Intuitive application means it's easy for users to get started, even with little to no prior CRM or sales database experience
- Robust support that includes email, telephone and live chat channels

CONS:

- Poor company to contact ratio means lots of companies, but not many contacts listed for each one
- Opaque pricing makes it hard to compare against other options
- Limited trial period that only lasts 3 days

User Rating: 3.9 out of 5 stars

	DATABASE SIZE BY COMPANY	PRICING	BILLING	DATA SOURCE	CUSTOMER RATING	ACCURACY
Data.com		\$150/user	Monthly	D&B/ Crowdsourced	★★★★★	✓✓
Zoominfo		\$1,200/user	Annual	Third Party/ Crowdsourced	★★★★★	✓✓
MassMailer		\$99/user (cleaning included)	Monthly	Proprietary Social Media Algorithm	★★★★★	✓✓✓
Hoovers		\$899/user	Annual	D&B	★★★★★	✓
Salesgenie		\$75-300/user	Annual	Yellow Pages, New Biz Filing, Websites, etc.	★★★★★	✓✓✓



**CONTACT US FOR A DEMO AND
FREE TRIAL**

www.massmailer.io | hello@massmailer.io | 415-729-1152