



# Jigsaw<sup>®</sup>

**Complete, Collaborative  
Business Information**

## **Why Jigsaw About Jigsaw**

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### **Do these data issues matter to you?**

#### **Complete Information**

*Access to 23M+ Contact Records*

*Access to 4M+ Company Records*

- **Accurate Information**
- **Direct phone numbers and business email addresses**
- **Data Ownership, Not Rental**
- **Having a clean CRM/House File**

# Poor Data Quality is a Problem!

75% of commercial businesses believe that they are losing as much as 73% of revenue due to poor data quality

--Experian-QAS

*U.S. Business Losing Revenue Through Poorly Managed Customer Data*

Poor data quality costs U.S. businesses more than \$600 billion annually

--Data Warehousing Institute.

## The Data Challenge



### How bad is it? Contact Data

The table below summarizes just how bad the existing data inside companies CRM or other B2B databases.

	All Clients	Clients > \$1Bil annual revenue	
% Incomplete	94%	97%	% Incomplete
% Dead	21%	19%	% Dead
% Dupe	6%	4%	% Dupe
% Email net new/update	55%	71%	% Email net new/update
% Phone net new/update	61%	64%	% Phone net new/update
% Postal net new/update	62%	48%	% Postal net new/update
% Company URL incomplete	71%	67%	% Company URL incomplete
% Company firmagraphics new/update	76%	64%	% Company firmagraphics new/update

Company range: \$20 Million - \$100 Billion in revenue. These also include all major SaaS and On Premise CRM, as well as legacy systems.



## Change is Constant

How accurate are existing sources?

- B2B trade association membership list: 40% inaccurate
- Large B2B data compiler: 50% inaccurate
- Industrial directory: 90% inaccurate

What's inaccurate?

- 3.8% name
- 45.8% title and/or job function
- 34.2% company name
- 41.9% address
- 42.9% phone number
- 37.3% email address

What's causing the changes?

- 29.6% of individuals changed companies (new job)
- 4.6% of the companies changed their name (merger, etc.)
- 12.3% of companies moved locations
- 41.2% of the individuals did not change companies, but something else changed

Source: Sales and Marketing Institute



# Jigsaw

## Data is the cleanest available!



	email	email	Address	Address	Phone	Phone
Accuracy Rate	85%	60%	85%	75%	85%	60%
Volume of Effort	500000	500000	100000	100000	25000	25000
Conversion Rate	2.0%	2.0%	2.5%	2.5%	8.0%	8.0%
ASP	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Yield	\$21,250,000	\$15,000,000	\$5,312,500	\$4,687,500	\$4,250,000	\$3,000,000
Increase in ROI	<b>\$6,250,000</b>		<b>\$625,000</b>		<b>\$1,250,000</b>	

*results may vary, why?*

Average 85% email accuracy for Jigsaw!

## All Contacts are Complete



- 100% Email Coverage
  - Most B2B files have 20% - 40%
  - 100% Phone Coverage
  - 70% are direct dial, unique to the record vs. corporate switchboard.
  - 100% Postal
  - Actual location vs. corporate address in over 50% of records
  - 100% Actual Title
  - Actual Title AND function code / classification
- No other**

## Third Party Validation – The Aberdeen Report



✓ 58% of Inside Reps achieved goal using Jigsaw vs. 44% of all others

✓ 49% of Outside Reps achieved goal using Jigsaw vs. 43% of all others

✓ 36% lead conversion with Jigsaw vs. 24% at all others

✓ 58% growth in Revenue vs. 38% for all others

✓ 32% increase in deal size vs. 21% of all others

✓ 29% increase in win/loss rate vs. 15% for all others

✓ 18% improvement in sales cycle vs. 11% for all others





## Jigsaw for Sales

Improve Lead-Gen Efforts  
**30% or More**

**50%**  
More Net-New Leads

**Double**  
Sales Call Productivity



Grow Your Pipeline  
**2X-10X**

- Find the right people
- Track and store your contacts
- Direct access, avoid gatekeepers
- Identify outdated contacts

"With our Jigsaw corporate subscription, our sales reps report that they are over 25% more productive when prospecting, and we've virtually eliminated bad contacts and wrong numbers. I would rate the quality of contact data an A++."

- Troy Thielet, Client Information Project Lead, Insight



## Jigsaw for Marketing

Lift Response Rates Up to  
**150%**

Cut Data & List Expense  
**In Half**

**Double**  
Email Open Rates



**50%**  
More Net-New Leads

- Own, don't rent
- Boost response rates
- 100% multi-channel
- Build your own targeted lists
- Reach more influencers and buyers

"Normally, we would be happy with single-digit percentage response rates from an email list, but with Jigsaw Lists, we've been getting double-digit rates. Based on just a couple of the larger deals we've closed this year, we've already paid for the cost of running our campaigns."

- Aaron Nichols, Senior Manager, Direct Response, WageWorks



## Jigsaw for CRM

Eliminate 30% of Duplicate Records

Update 50% - 80% Key Fields



Jigsaw Completes 90% of Your CRM's Incomplete Records

Jigsaw Works with Every CRM Solution

- Clean your data
- Complete every record
- CRM is the car...data is the fuel
- Reduce bounce rates and dead end calls

"Cleansing our marketing database with Jigsaw every quarter will help us keep our pipeline full of high-quality leads," says Eidsness. "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

## Jigsaw Completes the Data Puzzle



Research	Networking	Prospecting & Revenue Driving
   	 	
Company Data		Contact Data
    		
C, VP		Entire Organization



## Jigsaw: Company Summary

### Company Background

18MM in Funding over 3 rounds  
Headquartered in San Mateo, CA  
100 Employees  
Cash Flow Positive



## Jigsaw: An Online Community

### What is Jigsaw?

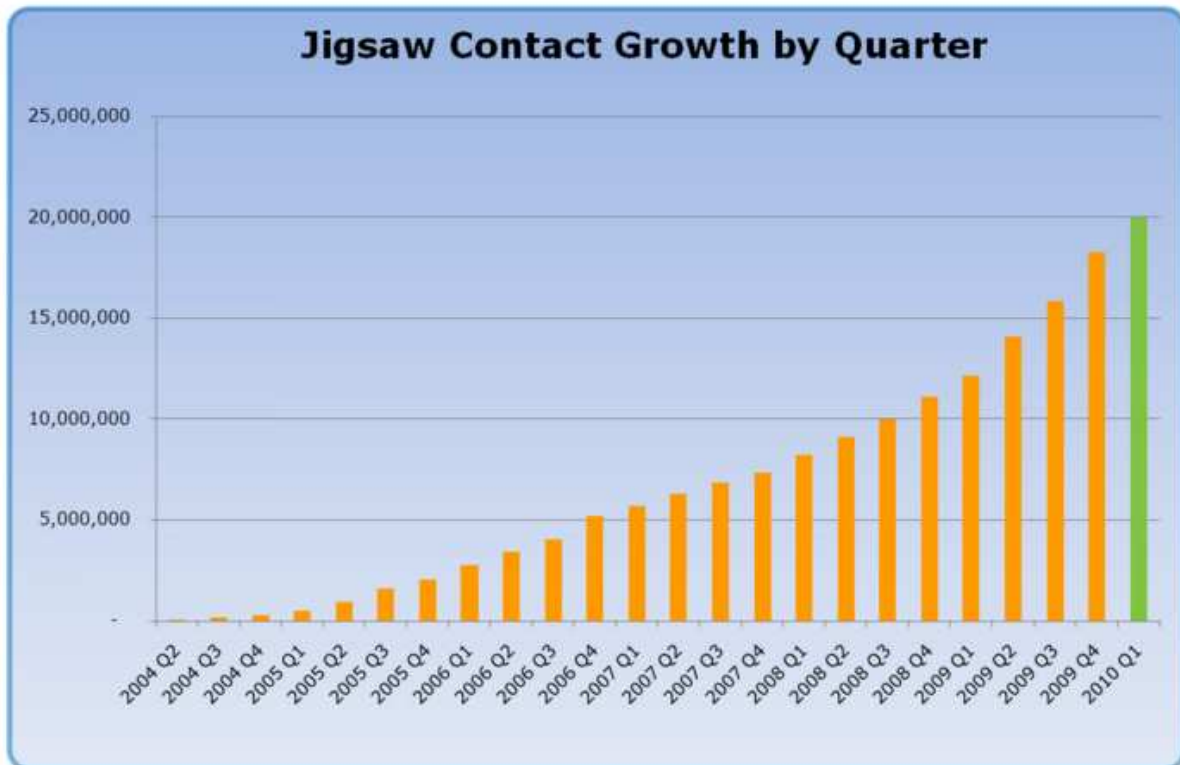
B2B professionals trading contacts for new leads  
2,500 new members join daily, 1,200,000 total  
25,000 new contacts added per day  
24+ million contacts  
Over 4 million companies



- ❖ Founded in 2003.
- ❖ World's largest and most complete source of B2B company and contact information.
- ❖ Over 95% of Fortune 500 Companies use Jigsaw
- ❖ 9<sup>th</sup> fastest growing private company in the Bay Area\*

\*-San Francisco Business Times

Featured



1,200,000 Active Jigsaw members as of April 2010

Financial Services	Software / Internet	Manufacturing / Retail	Telecommunications	Advertising / Marketing
<b>HR / Recruiting</b>	<b>Over 900 Corporate Clients are using Jigsaw!</b>			

# Data Service For Microsoft Dynamics CRM

POWERED BY  
 **Jigsaw**

Built and offered by

 **MTC** Management  
Technology  
Consulting LLC