

# Database Development

Fuel your sales and marketing outreach with high-quality lists

Is outdated or incomplete contact information slowing down your new business development efforts?

Data is the backbone of your sales and marketing teams, and when adequately leveraged and managed it can provide actionable sales insights. NuGrowth's Database Development service provides a seamless way to develop and maintain a clean, effective CRM, to increase contact rates with target prospects and improve email deliverability.

## Our Process:



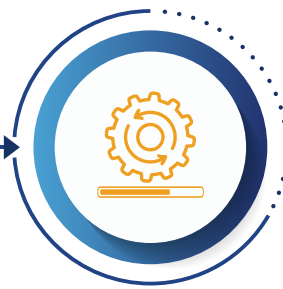
**DATA  
AUDIT**

Having a database with obsolete, incomplete, or inaccurate data will inherently limit your outreach team's ability to set meetings and create opportunities. Our team of CRM experts evaluates your database's current state for accuracy and completeness. We perform an audience analysis and create detailed buyer profiles to identify elements like what job titles to reach out too and ideal target regions and industries.



**LIST  
CLEANSE**

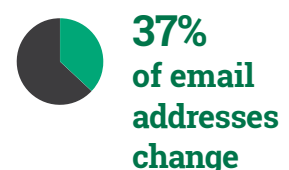
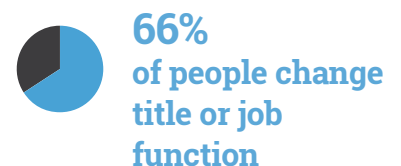
Using established partners in the industry and data hygiene tools, we get rid of duplicates, outdated contact information, and scope for new contacts who align with the established target buyer profiles.



**QUARTERLY  
ENHANCEMENTS**

Data decays at an average rate of 2% per month, which means you can expect 25-30% of your organization's contact data to go bad each year. Without consistently enhancing your database, you limit your potential. Our team preserves the health of your database and prevents data decay from impacting your bottom line.

**DATA DECAYS RAPIDLY.**  
According to Zoominfo,  
each year...



Interested in learning more? Contact us at 800.966.3051.