

Date-a-Vendor

Evaluation Playbook #3

We Need Both Data Coverage and Quality!

The playbook for SaaS teams
who want scale and substance
from their data provider.



Why coverage + quality matters

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You've dated around. One vendor wowed you with volume, but ghosted when it came to accuracy. Another had great data—if only they knew your type and lived in your region.

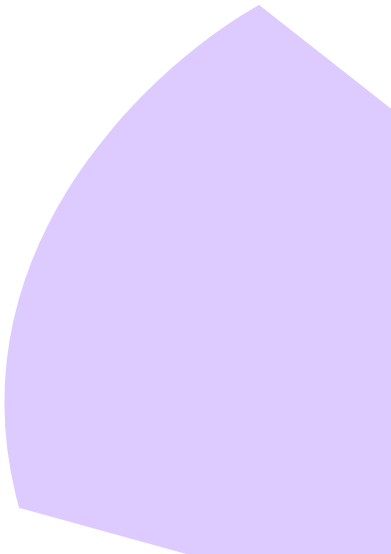
But you're not here for short-term thrills. You're looking for someone who can show up consistently, scale with you, and help you grow.

This playbook is for marketers, RevOps, and GTM leaders who want the total package: reach and reliability, volume and value. Because you shouldn't have to choose between getting seen and getting results

Why coverage + quality matters

- Sales needs verified, direct dials and enough accounts to hit quota
- Marketing needs complete contact records and enough volume to feed automation
- RevOps needs CRM enrichment that's accurate and comprehensive

Which is especially important when:

- Scaling into new regions or verticals
 - Outgrowing your initial data stack
 - Consolidating vendors without sacrificing performance
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Green flags in a coverage + quality provider:

- High CRM + ICP match rate
- Fill rate: 80%+ with email + mobile
- Mobile coverage: 60%+ for sales roles
- Bounce rate: consistently <3%
- Regional + persona depth (not just surface)
- Monthly delivery capacity aligned to GTM cadence
- Enrichment depth: ready-to-use, not DIY cleanup
- Cost per usable contact is falling over time

How to Evaluate Data Vendors When You Need Both Coverage & Quality

1. Run Both Known & Unknown Data Testing

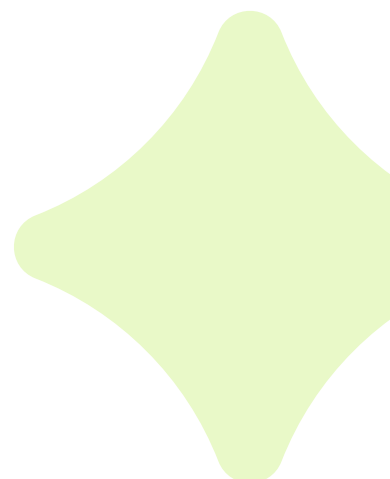
You're not choosing between accuracy or scale — you're testing for both. Think of it as speed dating and a background check.

Known data testing = asking vendors to enrich verified CRM records you already trust

Unknown data testing = requesting net-new contacts that match your ICP but aren't in your CRM

Together, they reveal:

- How accurately the vendor enriches data you already own (quality)
- How well they can scale with fresh, usable contacts (coverage)
- Gaps in regional, industry, or persona depth
- Whether they can deliver reliably and repeatedly





Known testing gives you a baseline for trust. Unknown testing shows you what scale looks like in your ICP.

— Jeff Ignacio

How to do it right:

- Define a clear ICP (e.g., Fintech, Director+, EMEA & North America, RevOps/ Demand Gen personas)
- Send vendors a list of 500–1,000 trusted CRM records for enrichment (known test)
- Request 500–1,000 net-new ICP-matching contacts not in your CRM (unknown test)
- Ask for fields: email, mobile, title, company info, last verified date
- Score for match rate, fill rate, recency, and persona relevance
- Bonus Tip: Overlay net-new data with your ICP heatmap to check depth by region and persona

2. Score Both Completeness & Accuracy

Good data is usable data. Don't be fooled by large exports if you can't activate the contacts.

What to aim for:

- **80% of contacts with verified email and mobile**
- **Job titles** match persona + seniority levels
- **Bounce rate** under 3% (under 5% is acceptable at scale)
- **Field formats** are consistent and clean (ready to import or route)
- **Mobile validation** is in place — use dial tools or sampling to check connect rates



Fill rate tells you what's there. Deliverability tells you what works.

– Antoine Cornet



Stale or incomplete data just creates more work.

– Adam Thompson

3. Check Coverage by Region & Role

Vendor size means nothing if they can't cover the contacts you care about.

Evaluate:

- Regional depth in your core markets (e.g., UK, DACH, North America)
- Persona accuracy — can they reliably cover Revenue, Finance, Legal, and Product roles?
- Seniority balance — do they skew junior or hit Director+ consistently?
- Volume at cadence — can they deliver fresh, usable records every month?



Don't wait until post-contract to find out they can't deliver your buying committee.

– Jeff Ignacio

Your Vendor Should Bring the Best of Both Worlds

Choose a data partner who can scale with you and be trusted at field level. Look for:

- High known data match rate
- Low bounce rate on unknown samples
- 80%+ fill rate across email, mobile, title, company
- Regional + persona depth in your ICP
- Transparent data freshness + enrichment process
- Monthly delivery at volume – without quality trade-offs

Because the right vendor won't make you choose between scale and precision – they'll help you win with both.

What metrics should you be evaluating?

Metric	What to Evaluate
ICP match rate	Do they cover your personas + company profiles?
Fill rate	% of contacts with verified email, phone, title, company
Bounce rate	Valid, deliverable email addresses? (<3%)
Mobile coverage	Especially for Sales/SDR outreach
Data recency	How recently was data verified?
Regional strength	Do they go deep in your priority markets?
Monthly delivery	Can they deliver at the pace you scale?
Field enrichment	Can you use the data without extra cleanup?

Common questions when quality + volume are both priorities:

Can one vendor deliver both?

Sometimes. Often, testing is the only way to tell. You may need to consider a dual-vendor strategy.

Which matters more?

- Depends on motion:
- SDR outbound = prioritise quality (connect rate, completeness)
- ABM/expansion = prioritise coverage (reach, persona fit)

How do I protect ROI at scale?

Don't just look at cost per lead. Track cost per usable contact — factoring bounce rate, field fill, and ICP relevance.

Should I test both dimensions?

Yes. Run known + unknown tests. Then score for accuracy and scale.



The worst outcome is lots of data no one uses. The second worst? Great data, but not enough of it.

— Jeff Ignacio, Keystone AI

Coverage vs. quality: Who's got the full package?

When evaluating data providers, it's easy to get caught choosing between scale and precision – but modern GTM teams need both. This table breaks down how different types of vendors typically perform across critical criteria like match rate, accuracy, enrichment depth, and delivery consistency.

Use this as your quick-glance guide to spot where vendors lean, where they fall short, and who might actually offer the balance your team needs to drive both reach and results.

The goal isn't more data. It's usable, targeted, and scalable data - without compromise.

Feature	Coverage-Heavy Vendor	Quality-First Vendor	Balanced Vendor
Match Rate	✅ High	✅ Medium%	✅ Med-High
Email Accuracy	⚠️ Mixed	✅ High	✅ Reliable
Mobile Numbers	⚠️ Inconsistent	✅ Consistent	✅ 60%+ in ICP roles
Data Recency	⚠️ Varies	✅ Up-to-date	✅ Monthly refresh
Persona Fit	⚠️ Broad ICP	✅ Precise	✅ Relevant + Reachable
Monthly Delivery	✅ High	⚠️ Limited	✅ Predictable Scale



Most teams don't have the luxury of optimising for just one thing.

— Jeff Ignacio

Why Settle When You Can Have Both?

When it comes to evaluating data providers, it's no longer enough to choose between scale and precision. Modern go-to-market teams need both — the reach to fuel pipeline and the accuracy to convert it.

If you're scaling into new markets, consolidating vendors, or trying to unify Sales, Marketing, and RevOps around one source of truth, your next data partner should bring:

- ✅ The **coverage** to expand your total addressable market
- ✅ The **quality** to drive connect rates, conversions, and trust
- ✅ The **consistency** to scale over time without breakdowns
- ✅ The **depth** to support personas and regions that matter most
- ✅ The **freshness** to avoid bounces, bottlenecks, and burnout

Because in today's market, "big" data isn't enough. You need better, broader, and more usable data — delivered consistently.

Evaluation for coverage and quality

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who want scale and substance
from their data provider.

[Find out more](#)

