

Date-a-Vendor

Evaluation Playbook #5

We Need Better EMEA Data!

The playbook for GTM
teams expanding across
Europe.





Europe is not one market—it's many. If your vendor can't navigate that complexity, they're not ready.

— Antoine Cornet, Head of RevOps, Cognism

You've tried to scale your outreach. You've launched ABM Germany. You've even translated a few subject lines into French. But if your provider only shows up for US leads, you're not going to build pipeline in Europe.

This playbook helps you evaluate data vendors for true EMEA readiness - so you can stop getting bounced, blanked, or blocked by patchy coverage and compliance gaps.

Why EMEA data coverage matters

Trying to scale in Europe without the right data is like speed dating without a shared language. You'll spend a lot of time talking, but you won't make the connection.

Challenges that signal it's time for better regional data:

- You're launching outbound campaigns in DACH, UK, or France—and bounce rates are >5%
- SDRs can't find mobile numbers for European prospects
- You're getting flagged on compliance—but your vendor can't explain their sourcing
- Job titles are all in English—even when the contacts aren't

Green Flags in an EMEA-Ready Vendor

Not all data providers are built for the complexity of Europe. To succeed in markets like Germany, France, the UK, and the Netherlands, you need more than just volume—you need precision, compliance, and localisation.

This checklist outlines what “good” looks like when evaluating vendors for EMEA. Use it to spot the signals that a provider is truly equipped to help you scale across the region—without risking bounce rates, legal issues, or SDR burnout.

Metric	What Good Looks Like
Country-level match rate	≥85% for UK, DE, FR, NL personas
Mobile fill for sales roles	60%+ with direct dials
Bounce rate (regional)	<3% on net-new in-region contacts
Job title localisation	Native titles + department/seniority tagging
GDPR metadata	Legal basis, last verified date, consent fields
Language support	Language tag or inferred region
Regional delivery	1,000+ usable contacts per subregion/month

How to Evaluate EMEA Data Providers

1. Segment by Region, Not Just “EMEA”

Break your test down by subregion: DACH, UK/Ireland, France, Benelux. Ask for contact samples by country and ICP.

Request:

- 1,000 net-new contacts per subregion
- Job title in local language
- Language metadata
- Mobile/email fill rates
- GDPR opt-in/consent evidence

What to assess:

- Are job titles native and relevant?
- Is mobile coverage >60% for SDR personas?
- Is bounce rate under 3% by country?
- Can the vendor support nurture by language and region?



Treat Germany, France, and the UK as separate motions. Because they are.

— Jeff Ignacio

2. Validate GDPR Compliance and Local Sourcing

Being “GDPR compliant” is the bare minimum. You need vendors who can show proof:

- Sourcing methodology per country
- Legal basis used for enrichment
- Opt-in/consent signals
- Support for data subject requests

Bonus: Ask your legal team to review their privacy docs.

3. Score for Campaign Readiness

Great data isn't just accurate—it's usable. Test if the vendor's contacts can go straight into a campaign without extra cleanup.

What to aim for:

- <3% bounce rate on European samples
- 60%+ mobile coverage in DE, FR, N
- Clear language tags for localisation
- No generic/anglicised titles where native is expected

Questions to Ask an EMEA Data Provider

When evaluating vendors for EMEA, it's not enough to ask if they "have coverage"—you need to understand how deep, compliant, and campaign-ready that coverage really is. Use these questions to pressure-test their regional strength:

1. Can you break down your coverage by country and persona?

Look for volume estimates and match rates for UK, DE, FR, NL—not just EMEA as a whole.

2. What's your mobile number availability in Germany, France, and Benelux?

Aim for 60%+ in sales-relevant roles. Mobile coverage is often weakest where it's needed most.

3. Do you provide job titles in local languages?

Native titles with department/seniority tagging are critical for accurate segmentation and routing.

4. How do you ensure GDPR compliance across regions?

Ask for legal basis documentation, last verified dates, and sourcing audit trails.

5. Do you refresh EMEA records as frequently as US data?

A true partner won't treat European markets as second tier—refresh cadence should be global.

 **Pro tip:** Ask for real examples of records from your target countries to assess quality, compliance, and localisation firsthand.

Comparison Table: Which Vendor is EMEA-Ready?

Once you’ve run your known and unknown data tests across core EMEA regions, it’s time to line up the results. Use this side-by-side table to compare vendors against the metrics that truly matter for European success—like country-level match rates, mobile coverage, bounce rates, and GDPR compliance.

This view helps you quickly identify who’s got the depth, accuracy, and localisation needed to fuel your GTM in Germany, France, the Netherlands, and beyond.

Metric	Vendor A	Vendor B	Vendor C
DE Match Rate	88%	73%	91%
Mobile (France)	62%	38%	67%
Bounce Rate (Netherlands)	2.5%	6.2%	2.1%
Title Localisation	✓	✗	✓
Language Support	✓	⚠	✓
GDPR Metadata	✓	⚠	✓

How You Know You’ve Found Your EMEA Match

Once you’ve tested your vendors and mapped results to your ICP, it’s time to check if your data partner is ready for a long-term relationship. These KPIs help you validate whether they can deliver accurate, compliant, and campaign-ready data—country by country, persona by persona.

If you’re hitting these benchmarks, you’ve found the one who can turn your EMEA motion into real pipeline momentum.

KPI	Why It Matters	Target Benchmark
Regional ICP Match Rate	Coverage across countries + personas	≥85%
Mobile Fill Rate (Sales)	Drives connect rates	≥60%
Email Bounce Rate	Campaign readiness	<3%
Title/Department Accuracy	Enables segmentation	≥90%
GDPR Tags Present	Compliance confidence	✅ for all records
Campaign Speed	Time to launch from data delivery	1–2 weeks
Data Trust	Qual feedback from GTM teams	“We’d launch with this list.” ✅

Final Takeaways: Europe Deserves a Real Relationship

- Don’t trust “global coverage”—ask for samples by region, persona, and language
- Score GDPR compliance like a core capability—not an afterthought
- Make mobile numbers and localisation non-negotiables
- Involve local teams in validation—they’ll know what’s usable

- ✅ Find a provider who understands European nuance
- ✅ Prioritise legal, linguistic, and go-to-market compatibility
- ✅ Stop ghosting Germany—start booking meetings

How to evaluate EMEA vendors

For more information about how to evaluate data providers for EMEA data quality, check out our extended blog

[Find out more](#)

