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EVALUATION PLAYBOOK

How to evaluate a B2B data provider for EMEA

Breaking into European markets can expose weaknesses in your data foundations fast.

Your ABM motion may be underperforming in Spain. Outreach in Germany might struggle to reach the right decision-makers. Campaigns in France can stall despite strong messaging and execution.

In many cases, the issue is data coverage, rather than strategy or effort.

Whether you're expanding into the DACH region, scaling ABM in the UK, or struggling to consistently reach senior buyers in France, this playbook is designed to help.

Poor European data coverage is one of the most common reasons companies supplement or switch data providers.

This guide will help you evaluate data vendors specifically on their EMEA capabilities, avoid common regional pitfalls, and select a provider that can deliver accurate, compliant, and complete data across key European markets.

Why you need to find the right data vendor in EMEA

EMEA is a complex region: lots of languages, strict regulations, and different expectations depending on where you are.

Compared to North America, the EMEA region is:

- More fragmented: Dozens of cultures, privacy laws, and local sourcing limitations.
- Harder to verify: GDPR compliance adds complexity to consent and enrichment workflows.
- Less saturated: Fewer public data sources or phone verification systems.

This leads to:

- Incomplete contact records (especially mobile numbers)
- Lower match rates in data enrichment
- Poor performance in campaign execution
- Rep hesitation due to compliance concerns

> You can't just copy-paste your US strategy into Europe. Germany isn't the UK. France isn't the Netherlands. You need vendors that understand the nuance."
>
> **Sandy Tsang**
> VP of RevOps at Cognism

Do we need a regional provider or a global one with EMEA depth?

Global vendors may offer scale but not depth in all European markets.

If you're targeting specific countries like Germany, France, or Benelux, regional specialists often outperform.

How do we know if our current EMEA data provider is underperforming?

Start by mapping your ICP coverage in Europe. Check mobile number availability, enrichment rates, and bounce rates by country.

If your CRM shows patchy data for DACH or high bounce rates from France, it's time to test alternatives.

What does "good EMEA data" look like?

- Accurate, GDPR-compliant contact data
- High mobile number availability (especially for sales outreach)
- Localised job titles and company segmentation
- Recency indicators or "last verified" fields

EMEA-ready data matrix

	Global vendor	Non-EMEA specialist	EMEA-ready vendor
Regional depth (UK, DACH, FR, Benelux)	Patchy outside major markets	Weak across EMEA	Strong per-region coverage
Job title localisation	Mostly anglicised	Generic or US-style	Native, localised titles
Mobile coverage	Mixed in France and Germany	Limited or none	60%+ in Sales and RevOps roles
GDPR compliance	General statement	Unclear opt-in	Verified legal basis per country
Language support	English-only	English-only	Multilingual where needed
Data recency	Mixed	Stale	Updated under 90 days
Best for	Global volume play	US/NA campaigns only	Regional GTM success in EMEA
Customer support	Mixed experiences depending on the market	No EMEA-centralised support	EMEA-specialised support for core regions

What to look for in an EMEA data provider

When evaluating data vendors for EMEA performance, focus on these:

- Country-level match rate: Especially for key countries like Germany, France, the Netherlands, and the UK
- GDPR compliance: Do they provide a legal basis for processing? Are mobile numbers collected compliantly?
- Fill rate for email and mobile: Especially in local languages and less digitised industries.
- Localised job titles: Can they distinguish between a "Vertriebsleiter" and a "Sales Director"?
- Bounce rate by region: Under 5% for net-new data is ideal.
- Data recency and source transparency: Can they show last updated dates or sourcing logic?

How to evaluate data providers for EMEA

When you're evaluating data providers for EMEA coverage, your testing process needs to go deeper than a standard volume or enrichment test.

This section walks you through how to structure a regionally sensitive evaluation that ensures vendors are not just GDPR-compliant, but actually campaign-ready.

1. Segment your ICP by region

When you're evaluating data providers for EMEA coverage, your testing process needs to go deeper than a standard volume or enrichment test.

This section walks you through how to structure a regionally sensitive evaluation that ensures vendors are not just GDPR-compliant, but actually campaign-ready.

Ask each vendor to provide:

- 1,000 net-new contacts per subregion.
- Breakdowns by persona, industry, and seniority.
- Language metadata (e.g., is the contact based in a German-speaking region?).
- Job titles in the local language, or a tag to indicate if they've been anglicised.

Focus on high-impact subregions like:

- DACH (Germany, Austria, Switzerland).
- UK and Ireland.
- France.
- Benelux (Belgium, Netherlands, Luxembourg).
- Nordics (Sweden, Norway, Denmark, Finland).
- Southern Europe (Spain, Italy).

What to assess in each sample:

- Job title localisation: Are job titles native (e.g., "Leiter Vertrieb" vs. "Sales Director" in Germany)?
- Mobile and email fill rate: Aim for 60–70% mobile coverage in outbound-relevant roles.
- Bounce rate: Run a test send or validation – target <3%.
- Language suitability: If you're running campaigns in French, German, or Dutch, can the vendor segment by preferred language?
- Opt-in markers or privacy policy references: For France and Germany, especially, can the vendor show proof of source and compliance method?

One-size-fits-all doesn't work in EMEA. You'll get junk leads in France and nothing usable in DACH if you don't test regionally.

2. Validate compliance and sourcing

Europe has some of the strictest data privacy regulations in the world, especially under GDPR, and not all vendors have evolved to meet them.

Some rely on outdated or ambiguous sourcing practices that might pass a volume test but fail when legal or ethical scrutiny arises.

Here's how to validate a vendor's compliance posture: ask the following critical questions.

How do you collect mobile numbers in Germany?

Germany has specific opt-in requirements, especially for phone outreach. Vendors must source responsibly, often from public registries or business directories.

Can you show the legal basis for enrichment under GDPR?

Reputable vendors should cite legitimate interest, include privacy notices, and provide data subject access mechanisms.

Can you provide documentation or audit trails on sourcing?

Ideally, ask to see sourcing methodology, sample privacy notices, and any third-party audits or certifications (e.g., ISO 27001).

Are job titles translated/localised or anglicised?

This affects both relevance and segmentation. Some vendors convert all roles into English, which can distort seniority or job function mapping.

Do you support DSRs (data subject requests)?

A vendor who can't support deletions or access requests puts you at risk.

Bonus tip: Have your legal or compliance lead review the vendor's privacy documentation and terms of service before contracting.

> In EMEA, compliance is part of usability. If you can't legally reach someone, it's not a lead – it's a liability.
>
> **Sandy Tsang** VP of RevOps at Cognism

3. Score for campaign readiness

Once you've validated regional coverage and compliance, the next step is assessing campaign readiness.

This is where you move beyond theoretical accuracy and test whether the data can actually support GTM strategy in-market.

Can your SDRs launch a call campaign in France, Germany, or the Netherlands with:

- 60%+ mobile coverage?
- Phone numbers validated for deliverability?

Can your marketing team run nurture sequences by language, with:

- <3% bounce rate on emails?
- Language tagging that enables localisation?

Can your RevOps team map full buying committees, with:

- Correct department tagging (e.g., "Marketing," "Finance," "Revenue Operations").
- Job titles that reflect seniority (Manager, Director, VP) and aren't mistranslated?

What to measure:

- Fill rate of key fields across languages and regions.
- Job function match by country.
- Mobile validation success in France, Germany, and Benelux.
- Language segmentation accuracy for multi-country campaigns.

If your team can confidently run email, phone, and multi-channel campaigns across EMEA using vendor data – with no extra validation steps – you've found a true fit.

Real-world EMEA data testing example

Let's imagine you're a RevOps leader at a high-growth B2B SaaS company planning a strategic expansion into EMEA – specifically DACH (Germany, Austria, Switzerland), the UK, and the Netherlands.

Your sales and marketing teams are under pressure to launch campaigns that convert, and they need reliable contact data to drive that motion.

Your ICP

- Industry: SaaS and Technology.
- Company size: 200–1,000 employees.
- Personas: Revenue operations, demand generation, marketing leaders.
- Seniority: Director-level and above.
- Regions: DACH, UK, Netherlands.

Your goal is to find a provider that can:

- Accurately enrich your existing CRM data across these regions.
- Deliver net-new contacts who match your ICP, are locally compliant, and campaign-ready.
- Handle language localisation, GDPR transparency, and field consistency.

Step-by-step evaluation process

Step 1: Prepare your known data sample

Pull 500 known-good contacts from your CRM:

- These should be recently verified by your sales or marketing teams.
- Include contacts from each of the three regions: the UK, Germany, and the Netherlands.
- Ensure variety in personas and seniority levels.

Why it matters:

This forms your quality baseline. You'll be testing each vendor's ability to enrich and return data that matches what you already know is correct.

Step 2: Request net-new data samples

Ask each vendor for 1,000 net-new contacts who match your ICP (same personas, regions, seniority, and company size).

Full records including:

- Verified business email.
- Mobile/direct dial (especially for phone-based outreach).
- Job title and department (in local language where applicable).
- Company name, industry, size.
- Country/region tag.
- Optional: LinkedIn URL, last verified date, and GDPR source detail.

Request vendors to tag each contact by:

- Country.
- Job function.
- Language/localisation.
- Verification metadata (e.g., last updated, source).

Step 3: Score vendors across key metrics

Use a consistent scoring framework to compare vendors side-by-side.

	What it measures	Why it matters
Match rate	% of known CRM records the vendor could enrich	Validates coverage and enrichment accuracy
Field accuracy	Accuracy of enriched fields (email, title, mobile) vs. your source	Prevents "false positives" that corrupt your CRM
Fill rate	% of net-new records with full contact fields	Ensures data is actually useable in campaigns
Mobile coverage	% of contacts with valid mobile/direct dial	Critical for SDR and phone-based campaigns
Bounce rate	% of underdeliverable emails from net-new data	Impacts campaign deliverability and domain health
Title localisation	Presence of native-language job titles (e.g., "Leiter Marketing" in Germany)	Indicates cultural and regional relevance
GDPR metadata	Presence of sourcing fields like opt-in flag, privacy policy URL, and last verified date	Essential for legal and ethical outreach in EMEA

Bonus tip:
Ask SDRs and marketers to manually check 25–50 contacts per vendor. Would they actually use this data in live outreach?

Step 4: Overlay results onto your ICP heatmap

Once you've scored each vendor's data, map the findings against your ICP across regions and personas.

This helps visualise strengths and weaknesses that might be hidden in high-level averages.

You're looking for a provider who doesn't just look good, but can actually deliver campaign-ready contacts across Europe – with consistency, compliance, and enough volume to keep your GTM machine humming.

Questions to ask during analysis:

- Who has the best coverage for RevOps Directors in Germany?
- Are mobile numbers consistently missing in Benelux?
- Is one provider anglicising all job titles, making segmentation tricky in France or Germany?
- Which vendor can sustain 1,000+ usable records per month per territory?
- Do any providers have visible gaps in C-level titles or in niche personas like demand gen?

> The best data vendors aren't just GDPR-compliant. They're campaign-ready. That's the bar.
>
> **Jeff Ignacio** Founder at RevOps Impact

With this testing structure, you'll be able to identify not just who has EMEA data, but who has the right data to power your next quarter's pipeline.

Questions to ask during evaluation

When evaluating vendors for EMEA coverage, it's not enough to know they "operate globally" – you need to uncover how deep, compliant, and truly local their data is across diverse European markets.

These questions will help you pressure-test their regional strength, compliance maturity, and localisation capabilities.

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

Why it matters:

EMEA is not a monolith. Strong performance in the UK doesn't mean strong coverage in Germany, France, or the Netherlands.

You need insight into country-level depth and persona alignment.

What to look for:

- Contact volumes by job title and department per country (e.g., "CMOs in France", "RevOps leaders in Germany").
- Coverage maps showing regional strengths and blind spots.
- Ability to provide volume estimates by seniority level (e.g., Manager+, Director+).

2. How do you ensure GDPR compliance across all markets?

Why it matters:

GDPR isn't just about ticking a box. Each EU country enforces data privacy slightly differently, and buyers in regulated industries (finance, health, legal) face extra scrutiny.

You need a vendor that's proactive, not reactive, on compliance.

What to look for:

- Legal basis for B2B contact processing (e.g., "legitimate interest" or consent models).
- Country-specific consent handling (e.g., Germany's strict stance on phone outreach).
- Presence of privacy policy links, consent flags, or opt-out fields in enriched records.
- Data Protection Officer (DPO) involvement or documentation available.

3. What percentage of your records in Germany include mobile numbers?

Why it matters:

Germany is one of the hardest markets for mobile data due to strict privacy rules. Yet, for outbound teams, mobile numbers are essential for connect rates and SDR productivity.

This question reveals both depth and data sourcing methods.

What to look for:

- 50–60%+ mobile coverage for Sales/BDR personas = excellent
- Clarity on how mobile numbers are sourced and verified
- Carrier validation or last-contacted timestamps (not just scraped numbers)

4. Can you enrich local-language job titles with department and seniority?

Why it matters:

Accurate segmentation and lead routing depend on understanding both role function and level.

In EMEA, especially in DACH and Benelux, titles are often in the native language, and anglicising everything leads to errors.

What to look for:

- Ability to preserve original titles in native language (e.g., "Leiter Vertrieb" instead of "Sales Head")
- Additional mapping fields like department, seniority level, and job function
- Custom taxonomy to support your segmentation logic (e.g., grouping "Directeur Marketing" with "Marketing Director")

5. Do you refresh all EMEA records at the same frequency as US data?

Why it matters:

Some vendors focus refresh cycles on the US, leaving EMEA data to go stale.

You need confidence that the update frequency is consistent globally, especially given the high rate of job change in EMEA's senior roles

What to look for:

- Automated job-change detection or refresh signals by region
- Refresh cadence commitment per territory (monthly, quarterly, etc.)
- Availability of last verified or last updated date on each record

Ask for:

Audit logs or metadata from recent updates in France, Germany, and the UK.

> Local market depth, not database size, is what wins deals in Europe. Ask vendors to prove their boots-on-the-ground strength — not just their global story.
>
> **Sandy Tsang** VP of RevOps at Cognism

Signals you've found your data vendor

When you're evaluating a data provider to strengthen your coverage in EMEA, success is measured by regional precision, data completeness, compliance confidence, and real-world usability.

The goal isn't just to add more contacts — it's to unlock pipeline in markets that are traditionally slower-moving due to privacy laws, language barriers, and sparse data coverage.

Here's how to define and measure success across four key pillars:

1. Coverage: Reach the right people in the right markets

A provider can only be considered EMEA-strong if they can consistently deliver usable data across multiple countries and ICP personas.

You're not just buying a list; you're buying reach into hard-to-access segments.

What to track:

- 85%+ match rate against your ICP across target markets
- Mobile number coverage >60% for Sales and SDR-focused personas
- Volume consistency across regions: Are they delivering reliably in Germany, or just padding with UK data?

Benchmark goals:

	Why it matters	Target benchmark
Regional ICP match rate	Ensures coverage depth by country/persona	≥ 85%
Mobile field fill (sales roles)	Drives connect rates and SDR productivity	≥ 60%
Net-new contact delivery	Tests the ability to scale by region/month	1,000+ per month

2. Quality: Accurate, usable, and field-rich records

In EMEA, inaccurate or stale data causes major slowdowns, especially in outbound and ABM.

Job titles must be precise, current, and localised, and emails must actually work.

What to track:

- Email bounce rates are below 3% across all European campaigns
- Accurate job title enrichment with clear seniority and department tags
- Presence of "last verified" date or refresh timestamp on enriched records

Benchmark goals:

	Why it matters	Target benchmark
Email bounce rate	Validates email field quality	<3%
Title/department accuracy	Drives segmentation and routing quality	≥ 90% precision
Last verified timestamp	Indicates data freshness and usability	Required

3. **Compliance and confidence:** GDPR-proof at scale

Launching outbound in EMEA is high-stakes without clear compliance.

You need data that's legally sourced, visibly compliant, and safe to activate, without legal review slowing down campaigns.

What to track:

- Presence of GDPR fields (e.g., privacy policy link, legal basis, consent source)
- Confidence from stakeholders: Sales and marketing should feel empowered to launch, not held back by risk
- Consistency in opt-in/legitimate interest labelling across the UK, Germany, France, and the Netherlands

Benchmark goals:

	Why it matters	Target benchmark
GDPR tagging (opt-in/legal basis)	Ensures outreach compliance in EU	Present in all records
Confidence to launch outbound	Qualitative measure of trust in data	From all GTM teams
Legal holdbacks or delays	Indicator of vendor trust and readiness	Zero

> You shouldn't need a different playbook for Europe. The right vendor makes it feel like any other region: connected, compliant, complete.
>
> **Sandy Tsang** VP of RevOps at Cognism

4. **Efficiency:** Let your teams work without fixing the data first

EMEA data is notoriously messy.

Your vendor should save time, not create cleanup work.

What to track:

- Reduction in manual enrichment or deduplication before campaign launch
- Faster time-to-campaign for Marketing, due to pre-qualified regional data
- Higher SDR connect rates in EMEA vs. previous benchmarks

Benchmark goals:

	Why it matters	Target benchmark
Time spent cleaning EMEA data	Reveals operational drag and vendor impact	Reduced 25-50%+
Time-to-campaign	Campaign velocity = trust in data	Shorter by 1-2 weeks
SDR connect rate (mobile)	Measures phone usability in sales workflows	≥ 10–15% higher MoM
Internal satisfaction	Qualitative check on adoption and morale	"We trust this data"

Final takeaway

If you're shopping for better EMEA data:

- Segment your test by region and persona
- Ask for real samples - don't rely on global stats
- Score compliance, localisation, and campaign readiness
- Involve your regional Sales and Marketing leaders in the test

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