

WEBCAST: The Data Problem: How it's Hurting your B2B Campaigns (and How to Fix It)

DATE: July 24, 2013

LOCATION: Webcast

TIME: 12:00 PM - 1:00 PM Eastern Time

REGISTER NOW: Free to Members, \$45 for Non-Members.



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Overview

At the foundation of B2B marketing lies an important, yet often misunderstood element: data. Analysis completed in the 2013 NetProspex B2B benchmark report on the state of marketing shows that more than 50% of companies work with unreliable contact data that may be negatively impacting their marketing efforts.

During this webcast, Michael Bird, President of NetProspex, will provide a modern definition of data quality, will show how to troubleshoot common challenge areas, and will offer current best practices for demystifying data to maximize results from marketing campaigns. Register now to learn the true state of marketing data and gain perspective around where YOU stand.

Attendees will leave this session with a clear understanding of:

- The current state of B2B marketing data.
- Which tactics are most critical to an effective data management strategy.
- What data poses the most challenge to marketing campaigns and sales performance—and why.
- How such factors as email deliverability and record completeness impact the performance of marketing campaigns

Presenter:



Michael C. Bird
President, NetProspex

Michael has over 20 years building high performance organizations across the electronic publishing and social media industries. Prior to NetProspex, Michael was the SVP of Sales and Business Development and a member of the executive team at the social media and engagement marketing pioneer, BzzAgent.

Previously, Michael was the VP of Global Solutions at CNET where he launched the highly successful International Network Sales division across 15 countries throughout EMEA and Asia. While at CNET he also lead all sales and business intelligence for the B2B media network that included ZDNet TechRepublic and BNet. Michael was also a founding member of the venture accelerator, Stonepath Group and spent the early part of his career in roles of increasing responsibility at Ziff-Davis media.

Michael is a frequent speaker at industry conferences, quoted often in the business press and has been a regular guest on multiple Fox Business News programs



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