



GROOVEINFO WHITEPAPER · 2026 EDITION

The B2B Data Buyer's Guide

How to choose a provider, test data quality, understand pricing and stay compliant when buying B2B contact data.

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Why this guide

Buying B2B contact data can be one of the fastest ways to reach a new market, or an expensive mistake. The difference usually comes down to preparation: knowing exactly who you want to reach, asking providers the right questions, testing quality before you commit and using the data responsibly. This guide brings those steps together in one practical reference.

SECTION 1 · TARGETING

Start with your ideal customer profile

A smaller list of the right companies beats a huge list of the wrong ones. Before you speak to any provider, define your ideal customer profile (ICP) from your best existing customers: those who bought quickly, stayed longest and grew the most.

Translate your ICP into filters

- **Firmographics:** industry and sub-industry, employee range, revenue range, country and region.
- **Technographics:** the software, cloud and hardware the company uses, or does not use.
- **Contacts:** job titles, seniority and department for each member of the buying committee.
- **Exclusions:** current customers, open opportunities and competitors (send a suppression file).

Map the buying committee

B2B purchases involve several people. Plan to reach the economic buyer, the day-to-day user, the technical evaluator and any approvers, not just one contact per account.

SECTION 2 · DUE DILIGENCE

Twelve questions to ask any data provider

- 1 How is the data verified, and when? Verification should happen before delivery.
- 2 What accuracy can you commit to, and what happens to records that bounce?
- 3 Can I test a free sample from my exact target market?
- 4 Do you cover my industries, countries, technologies and job titles?
- 5 Can you build a custom list to my ICP?
- 6 Exactly which fields will I receive?
- 7 Where does the data come from, in general terms?
- 8 How do you handle GDPR, CCPA, CASL and CAN-SPAM, and opt-outs?
- 9 How is pricing structured, and what counts as a billable record?
- 10 How fast is delivery, and in what format?
- 11 Can you also enrich, cleanse and verify my existing data?
- 12 Who is my contact, and how quickly do you respond?

Red flags

- No sample offered, or reluctance to explain sources.
- Promises of 100% accuracy forever.
- No verification dates or opt-out process.
- Pressure to buy large volumes before testing.

SECTION 3 · QUALITY

How to test a data sample properly

1. Check the brief

Confirm the industries, regions, sizes and titles match what you asked for.

2. Spot-check accuracy

Pick 15 to 20 records at random and confirm each person's role and company.

3. Verify the emails yourself

Run addresses through your own verification tool and note invalid and risky results.

4. Check completeness

Count how many records include direct dials, seniority and company size.

5. Run a small live test

Send a short, relevant campaign and track bounces, replies and meetings.

6. Compare like with like

Test providers on the same market with the same message.

SECTION 4 · PRICING

What drives the price of B2B data

Factor	Why it matters
Targeting depth	Niche specialties and rare technologies cost more per record than broad lists.
Fields	Direct dials, technographics and detailed firmographics add value and cost.
Verification	Verified data costs more to produce but saves money on bounces and wasted effort.
Volume	Larger orders usually lower the price per record.
Licence terms	Usage period and number of users can affect price.
Custom research	Hard-to-find contacts may need manual research.

Compare providers on the cost per **usable** contact, not the cost per record. A cheap list with a high bounce rate is expensive once you count wasted time and damaged sender reputation.

SECTION 5 · PRIVACY & EMAIL LAW

Compliance essentials

This section is general information, not legal advice. Laws change and their application depends on your situation, so consult a qualified lawyer for decisions about your own campaigns.

GDPR and UK GDPR

Business contact details about named people in the EU and UK are personal data. B2B prospecting commonly relies on legitimate interests, which requires a documented balancing assessment, transparency and respect for individual rights.

ePrivacy and UK PECR

Email marketing rules vary by country. In the UK, marketing to corporate subscribers is generally allowed with clear identification and an easy opt-out; several EU countries are stricter.

CCPA / CPRA (California)

The temporary exemption for B2B contact data ended on 1 January 2023. Depending on thresholds, obligations include notice, access and deletion rights and an opt-out of sale or sharing.

CASL (Canada)

Consent-based: express or implied consent is needed for commercial electronic messages, including B2B email, plus sender identification and a working unsubscribe.

CAN-SPAM (United States)

Opt-out based: accurate headers, honest subject lines, a postal address, a clear opt-out and opt-outs honoured within 10 business days.

SECTION 6 · DELIVERABILITY & OUTREACH

Using your data for results

- Verify lists before every major send and remove hard bounces immediately.
- Authenticate your domain with SPF, DKIM and DMARC; warm up new mailboxes.
- Personalise by segment (industry, role, technology), not just by first name.
- Keep messages short: one reason, one proof point, one simple ask.
- Use three to five touches over two to three weeks; stop when asked.
- Schedule regular cleansing: business contact data changes as people change jobs.

SECTION 7 · BEFORE YOU BUY

The one-page buyer's checklist

- ☐ ICP written and agreed with sales
- ☐ Buying-committee roles defined
- ☐ Suppression file of customers and opt-outs prepared
- ☐ Three or more providers asked the twelve questions
- ☐ Free sample received from the exact target market
- ☐ Sample spot-checked and verified independently
- ☐ Small live test run and measured
- ☐ Pricing compared on cost per usable contact
- ☐ Licence terms and replacement policy understood
- ☐ Compliance approach confirmed for each target country
- ☐ Domain authenticated and sending plan ready
- ☐ Cleansing and refresh schedule planned

SECTION 8 · WHO WE ARE

About GrooveInfo

GrooveInfo Tech Solutions has more than 10 years of experience in B2B data. We build verified contact lists by technology, healthcare specialty, industry, job title and country, and we enrich existing databases with email append, data cleansing and verification. More than 3,600 clients worldwide use our data for outbound sales, account-based marketing, events and market research.

Get a free sample from your exact target market

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