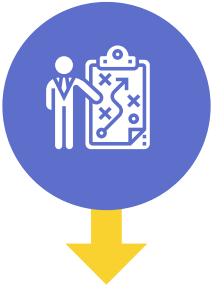


## How to Buy 3rd Party Data

Serve Customers with the Offerings They Want

Integrating external with internal data helps your company paint a vivid picture of who your customers really are.



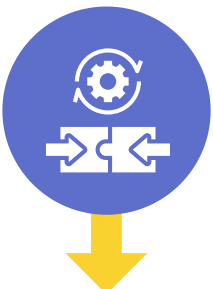
### Have a 'Why' When Choosing to Buy

- Know what you want to achieve by enriching your internal data.
- Understand the problem this data is going to solve for you.
- Don't acquire more data just to have it.



### Identify - Specifically - the Data You Need

- Evaluate what information is missing from your internal datasets.
- The more granular and precise the data, the more expensive it is.
- Buy only the data you need to answer "why" you need it in the first place.



### Plan to Integrate Data into Existing Workflows

- Clean and centralize existing data first.
- Ensure your IT team has the resources it needs.
- Understand the time frame for new data to mesh seamlessly with your existing system.



### Anticipate Future Scale

- Plan for regular updates and refreshes before you buy.
- Spot-check the data periodically to ensure it is both accurate and up to date.