

# The 3-Part Good Data Playbook

Tired of throwing out bad samples in your B2B research? Use these tactics to regain confidence in your data and use it to tell clear stories to your stakeholders.

1 

**Enforce data accountability with your agencies**

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Ask how they verify respondents and push for answers where you're seeing head scratching data.

2 

**Maximize your research spend by being smarter about how you spend it**

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If there is less noise in your data, you can get a statistically significant sample with a much smaller N.

3 

**Create your own pilot test with new vendors**

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Reduce the stakes to shifting organizational mindsets around data.