B2B Database Checklist + 20-Call Test Sheet

Check whether a B2B database is genuine BEFORE you pay for it. Free template by 99Datacd.

How to use this workbook

1. Open "10-Point Checklist". Type up to 3 provider names and choose Yes / Partly / No for each check.
2. Send the questions in "Questions to Ask" to each provider (email or WhatsApp) and note their answers.
3. Ask for a free sample for YOUR target city and industry. Pick 20-30 contacts at random (not just the first rows), call them, and record each result in "20-30 Call Test".
4. Run the quick checks in "Email & Excel Checks" (about 5 minutes).
5. Tick anything you noticed in "Red Flags". Then compare the scores and decide.

Legend

- Yellow cells with blue text = you fill these in (some have a drop-down list).
- White cells = formulas that calculate automatically. Please do not overwrite them.
- Grey italic rows/columns marked "Example" show the expected format and are not counted.

Please note

- No database is 100% accurate: phone numbers and offices change all the time. What matters is whether enough contacts connect to make your outreach worthwhile.
- Score thresholds in this file are suggestions only. They are editable yellow cells - set your own standards.
- Use business data responsibly: contact businesses only for genuine B2B reasons, follow telecom rules for calls and SMS (including DND), respect data protection law (such as the DPDP Act), stop contacting anyone who asks, and keep data secure. This is general information, not legal advice.

Links

Read the full guide: How to check if a B2B database is genuine

Request a free sample from 99Datacd and run the same test

10-Point B2B Database Checklist

Compare up to 3 providers. Yes = 2 points, Partly = 1, No = 0. If a provider cannot answer three or four of these clearly, pause.

			Provider name →	Provider A	Provider B	Provider C	
#	Check	What a good answer looks like	Why it matters	Provider A	Provider B	Provider C	Notes
1	**Source**	The provider says where the data comes from, such as trade directories, exhibitions, associations or B2B portals.	Unclear sourcing means unclear quality and possible legal risk.				
2	**Last update date**	A clear, recent year - not a vague "latest data".	Business details change constantly.				
3	**Fields included**	Company name, address, city, pin code, phone, email, website and business details.	Missing fields make a list hard to use.				
4	**Format**	Excel or CSV, so you can sort and filter.	You need to clean, filter and import the file.				
5	**Filters**	You can filter by city, state, industry or business type.	A focused list works better than a huge unfocused one.				
6	**Free sample**	Available, and it matches the real file.	Lets you test before you pay.				
7	**Accuracy claim**	Honest and specific - not "100% accurate".	No database can promise 100%.				
8	**Support**	Phone, email or WhatsApp that you can reach after buying.	You may need help or replacement later.				
9	**Delivery**	A clear process, such as delivery by email.	Avoids surprises after payment.				
10	**Business only**	B2B data, not private consumer data.	Personal consumer data is a legal and ethical risk.				
			Score (out of 20)	**0**	**0**	**0**	
			Suggested read	**Fill all 10**	**Fill all 10**	**Fill all 10**	

"Looks good" if score is at least	16
"Test carefully" if score is at least	10

Suggested thresholds - edit to match your own standards.

20-30 Call Sample Test

Pick 20-30 contacts at random from the free sample (not just the first rows). Call each one and choose what happened. Takes about an hour.

Provider / file name	
Tested by	
Date tested	
Provider's claimed accuracy (%)	
Total rows in sample file	

Tip: to choose random rows, type =RANDBETWEEN(2, total rows) in a blank cell of your sample file 30 times, then copy and paste as values so the numbers stop changing.

Result	Count	% of tested
Call connected to the right business	0	
Call connected, wrong business	0	
Number switched off or not reachable	0	
Number does not exist	0	
Business closed or moved	0	
Total tested	**0**	
Your right-business rate minus the provider's claim		*Claims are measured in different ways - use as a rough guide.*
"Working well" if right-business % is at least	70%	
"Weak" if right-business % is below	50%	
Suggested read	**Test at least 20 contacts**	

Suggested thresholds - edit to match your own standards. No list scores 100%; that is normal.

S.No	Row # in sample file	Company name	City	Phone number called	Result	Notes
1	*Row 214 (example)*	*Sharma Packaging Industries*	*Noida*	*0120-XXXXXXX*	*Call connected to the right business*	*Example row - not counted*
1						
2						
3						
4						
5						
6						
7						
8						
9						
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11						
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13						
14						
15						
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30						

Quick Email Check + Excel Checks (about 5 minutes)

Fill the yellow cells. Percentages calculate automatically. The Example column is only a guide and is not counted.

	Email check	Your numbers	How to do it	Example
	Emails sent (genuine message, 20-30 contacts)		Send a short, genuine message to a small batch only. Do not send large campaigns to an untested list.	*25*
	Emails bounced		Count the bounce-back messages.	*3*
	Bounce rate		Too many bounces can hurt your email reputation - compare with other options.	*12%*

	Excel checks	Your numbers	How to do it	Example
	Total rows in the file		Count the data rows (excluding the header).	*1,200*
	Rows left after removing duplicates		Data > Remove Duplicates, then note the new row count (work on a copy).	*1,150*
	Duplicate rows removed		Calculated automatically.	*50*
	Duplicate %		Calculated automatically.	*4.2%*
	Blank cells in the phone column		Filter the phone column for blanks and count them.	*80*
	Blank phone %		Calculated automatically.	*6.7%*
	Blank cells in the email column		Filter the email column for blanks and count them.	*300*
	Blank email %		Calculated automatically.	*25.0%*
	Rows spot-checked (aim for 10)		Check 10 random rows against the company website or a Google search.	*10*
	Rows that matched		Count how many rows matched what you found online.	*8*
	Spot-check match rate		Calculated automatically.	*80%*
	Spelling / format inconsistencies noticed?		Sort by city and look for spelling variations or mixed formats.	*Yes*

Fake / Weak B2B Database Red Flags

Choose Yes if you noticed the red flag with this provider. One or two flags = test the sample carefully. Several = pause before paying.

#	Red flag	What to look for	Seen? (Yes/No)	Notes
1	**"100% verified, 100% accurate"**	No database can promise this because businesses change numbers and offices all the time.		
2	**No free sample**	If they will not let you test it, ask why.		
3	**No source information**	If they cannot explain where the data comes from, be careful.		
4	**Huge number at a tiny price**	A very large list for very little money is worth questioning. Check the sample closely.		
5	**Pressure to pay immediately**	Good providers let you test first.		
6	**Mixed consumer data**	Personal phone numbers of individuals are a legal and ethical risk. Stick to business data.		
7	**No way to contact the company**	A real business has a phone, an email and a website.		

Red flags noticed	**0**
Suggested read	**Answer all 7**

Questions to Ask a B2B Data Provider

Copy these into an email or WhatsApp message. A confident provider answers them easily.

#	Question	Provider's answer (note it here)	Clear answer? (Yes/No)
1	**Where does your data come from?**		
2	**When was it last updated?**		
3	**What accuracy do you claim, and how do you measure it?**		
4	**Can I get a free sample for my target city and industry?**		
5	**Which fields are included in each record?**		
6	**How is the data delivered, and in what format?**		
7	**What support do you offer after purchase?**		
8	**Do you sell consumer (B2C) data?**		

Clear answers (out of 8)	**0**