

Why Our 7-Layer Verification is a Smarter Investment for Advertisers Than an ABC Audit Alone

ABC auditing verifies **volume** – how many emails are sent or how many website visits are reported. That's useful. But in today's B2B marketing environment, **volume without verified engagement and compliance is a blunt instrument.**

At FM Business Daily, we've built something smarter: **a real-time, 7-step verification system** designed not just to count contacts but to **qualify and prove their value** before a single campaign goes live.

Here's why our methodology delivers more for advertisers:



1) ABC audits quantity. We verify quality.

- ABC can confirm that 50,000 emails were sent.
- We can show that every single one of our contacts has been:
 - Sourced from multiple trusted channels
 - Cross-checked
 - Recently active (opens, clicks, downloads)
 - GDPR and PECR compliant
 - Free of bounce risks and duplicates



Result: You reach real decision-makers who are engaged, not ghosts in a database.



2) Ours is continuous. ABC is periodic.

- ABC provides a snapshot: an audit from a set point in time.
- Our system runs in real time with monthly hygiene sweeps, quarterly internal audits, and dynamic revalidation for dormant or decaying data.



Result: You're not buying into numbers from 3–6 months ago – you're investing in a live, active, and evolving audience.



3) We measure engagement – not just exposure.

- ABC shows the number of impressions or emails delivered.
- We track what happened next:
 - Who opened, clicked, downloaded or visited our site
 - Which contacts responded to campaigns
 - Which sectors and job roles are most active [we need to validate this first, so leave out until this is complete]



Result: Your marketing doesn't just land – it performs, and we can prove it.



4) We're not just compliant – we're audit-ready.

- Every record in our database is logged with consent source, validation checks, and re-engagement history.
- Independent review is available and we store full audit trails for transparency [validate this claim].



Result: Peace of mind for procurement, legal teams, and your own CRM import rules.



5) We report more than numbers – we deliver insight. [validate this section]

- Alongside campaign metrics, we give you audience intelligence:
 - Sector split
 - Job function breakdown
 - Content engagement patterns



Result: You can refine your targeting and maximise ROI – not just broadcast to a headline figure.

In short:

ABC tells you how many.

We show you who, what, when, and why it matters.

For brands investing in the FM sector, **precision, compliance and results** are worth more than a certified send count.