

Breakup Letter

Dear _____, I hope this letter finds you _____.
your B2B Data Contact Provider adjective

Happy Valentine's Day — normally a day for love and chocolate. But not today.

We're breaking up. When you recently _____, it was
select one Bad Data Scenario on the next page

the last straw. And that's just one of a _____ list of disappointments. When I ask
adjective

you for help with our data, you _____. And when I call
select one Annoying Vendor Tactic on the next page

you out on it, you _____ and tell me it's all my _____. What a crock.
verb noun

And remember that time when I had _____?
select one Deeply Embarrassing B2B Moment on the next page

And then you _____ed and _____ed and told me to _____ it up?
verb verb verb

No more. You can take this partnership and _____ it. I'm sick of your
verb

_____ inaccurate data, your _____ hidden fees, and your _____ing
adjective adjective verb

lousy customer success team and customer support.

We could've been great. _____ great. But you blew it. And now it's so _____ing over.
adverb verb

Wishing you all the best in your future _____!
plural noun

your name here

Breakup Letter

Bad Data Scenarios

1. ...used your contact data to call my VP of Marketing to see how things were going — at the company they worked at three years ago
2. ...gave us contact data you said was for the CIO of our largest deal in the pipeline, but was actually to a deli in Poughkeepsie
3. ...gave us data with so many bad contacts, I got an “Your inbox is full” error after receiving hundreds of email bounce notices

Annoying Vendor Tactics

1. ...try to sell me your latest “product” — which is probably vaporware, btw — without actually solving my issue.
2. ...start talking about my contract renewal... which is seven months out.
3. ...send me to a never-ending support queue with the worst hold music in the world (if I hear another minute of that soft-jazz instrumental of Smells Like Teen Spirit, I'll scream).

Deeply Embarrassing B2B Moments

1. ...to apologize to that prospect because their colleague, whom I'd emailed, had been dead for three years?
2. ...kept calling that buyer “E'Woasdl-EepEep” because I thought that was her first name, but it was actually corrupted data from your org?
3. ...dialed a Psychic Hotline and was told that I was either going to win the lottery or get hit by a train in the next three months — but if I stayed on the line for just five more minutes for \$14.99, my future would become much clearer — because your database gave us a wrong phone number?