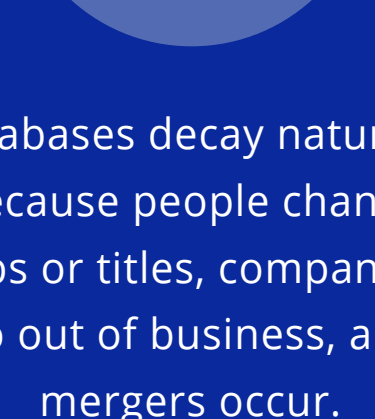


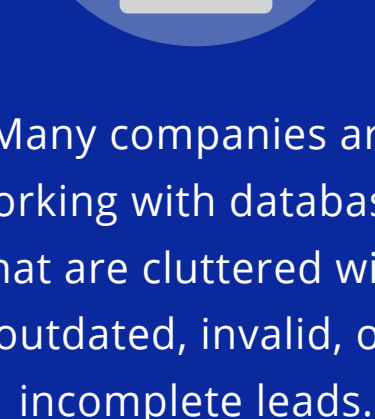
DIRTY DATA

Is Your B2B Database Full of Rotten Apples?

What you need to know about B2B Data Decay:



Databases decay naturally because people change jobs or titles, companies go out of business, and mergers occur.



Many companies are working with databases that are cluttered with outdated, invalid, or incomplete leads.



Bad data impacts all areas of a business, including marketing, lead generation, customer relationships, and finance.

EVERY YEAR..

30%

of people change jobs

34%

of companies change their names

43%

of people's phone numbers change

34%

of people's titles and/or job function change

37%

of email addresses change

Focus on the quality of your data, not the quantity



Every 12 - 18 months prospect and customer databases **doubles**

62%

62% of organizations rely on marketing/prospect data that's **20% - 40%** inaccurate

10-25%

10-25% of B2B database contacts contain critical errors

94%

94% of businesses suspect that their customer and prospect data is inaccurate

The longer a rotten apple remains in your database, the more expensive it becomes to deal with!

IT COSTS:

\$1

to verify a record as it's entered

\$10

to scrub and cleanse it later

\$100

if nothing is done

50%

50% of IT budgets are spent on data rehabilitation

Bad data costs U.S. businesses more than **\$611 billion** each year

The Negative Impact Dirty Data has on B2B Organizations

When organizations were asked to determine the impact of bad data on the company here's what they had to say:

26% said response rates to email campaigns were impacted

30% cited direct sales

44% indicated it affected the sales team's ability to reach and/or communicate with prospects in key organizations

50% of organizations reported a less than **3%** response rate to untargeted email campaigns

Untargeted email campaigns cost **3.6 times** more than targeted ones

40% of business objectives fail due to inaccurate data

The Positive Impact Clean Data has on B2B Organizations

66% of organizations with clean data reported boosted revenue

Conversion rates are roughly **25%** higher between the inquiry and the marketing qualified lead stages

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Sources

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