DIRTY DATA

You should **clean your contact database** at least **1x a quarter**
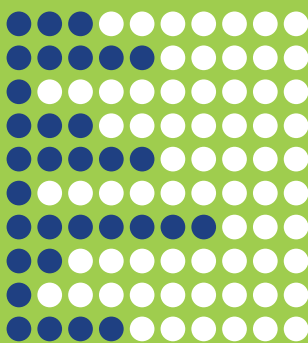
Poor customer data costs U.S. Businesses

$611
Billion Annually

- TDWI

32%
of data decay year over year

- HubSpot

An organization can generate

up to 70% more

revenue based soley on **clean data**

- SiriusDecisions

40% of **contacts** are invalid, incomplete, or duplicated

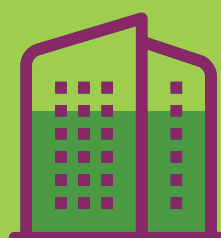- DemandGen Report

30% **of email addresses** change annually

- Convince & Convert

$$$$$$$$$$

Poor data quality can cost an organization **20% of their revenue**

- Experian

66% of people **change companies** or jobs annually

- Introhive